BROADCASTING

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# LOCKED OUT

## Way Sought to End House Ban on Radio-TV

By DAVE BERLYN

SUDDENLY locked out of Congressional procedures to which the press has unfettered access, radio and television last week began an uphill fight to obtain recognition as responsible news reporting media.

As BROADCASTING • TELECASTING went to press, the Congress itself was in a furore over the ruling of House Speaker Sam Rayburn barring radio and television from covering public hearings of House committees.

In essence, Speaker Rayburn (D-Tex.) had said:

The House rules, which the House Speaker administers, do not give authority to the committees or subcommittees of the House to permit broadcasts or telecasts. The broadcast media are not mentioned, according to Speaker Rayburn, and in the absence of authority, under House rules, the Speaker can interpret them. His interpretation: No radio, no television, no recordings, no film, no newsreels.

A ground-swell of indignation poured into the Speaker's office in the House side of the Capitol following his announcement at his morning news conference.

House Minority Leader Joseph W. Martin (R-Mass.) told BROADCASTING • TELECASTING he thought the issue would come up at a GOP policy meeting scheduled for today (Monday) or tomorrow.

"The only thing we can do is to change the rule and make it definite," he said. There should be no ban on radio and television nor should the Speaker assume this authority, Rep. Martin indicated.

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

Concrete moves already are underway in the House. Resolutions have been introduced to amend the rules, which authorities concede are perhaps the only way to lift the iron curtain dropped on the broadcast industry.

A delegation representing NARTB conferred Tuesday afternoon with Speaker Rayburn, explaining the industry's feeling that fundamental rights of free speech are on the block. The Speaker told the delegation his interpretation would stand until the rules are changed. For NARTB at the conference were President Harold E. Fellows; Thad Brown, TV director; Robert K. Richards, public affairs director, and Gilmore Nunn, WLAP Lexington, Ky., former NARTB board member and active in association affairs.

Meanwhile, radio commentators, newscasters and leaders of the radio-TV industry jumped into the fray. Nation-wide editorial opinion was varied.

There were a combination of factors leading to the Rayburn ruling. Here is a boiled down version of what happened last Monday and ensuing days with addition of background information:

● The action: The House Un-American Activities Committee had scheduled a hearing in Detroit last Monday to probe subversive influence in the auto industry. TV cameras and microphones were ready. Chairman John Wood (D-Ga.) and three other members arrived but announced radio-TV would be barred and cited Speaker Rayburn's feeling on the matter.

● Shifting to Washington: Newsmen questioned Speaker Rayburn at his daily news session. The Speaker admitted he had intervened. He added that he had stopped broadcasts and telecasts in the past when he had learned of them and was following that policy as long as House rules explicity gave him authority to do so.

● That afternoon in the House: Speaker Rayburn repeated his stand when asked to rule on a parliamentary inquiry. Interrogator Martin said he interpreted the rules differently.

● House Judiciary Committee Chairman Emanuel Celler (D-N. Y.) introduced a resolution calling for creation of a special joint

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**RADIO-TV Correspondents Assn. meets in executive session to consider Speaker Sam Rayburn's stand on radio and TV at House committee hearings. At luncheon last Tuesday in Washington's National Press Club (l to r): Howard L. Kany, AP radio, member-at-large; Richard Harkness, NBC radio, treasurer; Martin Agronsky, ABC, vice president; Hollis M. Seavey, MBS, president; Charles E. Shutt, Telenews Productions Inc., member-at-large, and Rudolph Block, representing independent radio stations, member-at-large. Joseph C. Harsch, LBS-WOL Washington, secretary, was not present when picture was taken. Newsmen Harkness and Seavey read protest sent Speaker Rayburn by the National Assn. of Radio News Directors.**

# CBS DICKERS FOR TV

## Wants Five VHFs

IN ITS quest for owned and operated television stations which would place it on a parity with competitive networks, CBS last week was negotiating on a number of fronts looking toward purchases, trades or partnerships.

While no formal verification of pending transactions was forthcoming from CBS executives, it was ascertained that conversations have been going on for several months to crystalize projects that might give it the present maximum of five TV stations in as many key markets.

President Frank Stanton was in Washington last Thursday and talked informally with members of the FCC. He was on hand to congratulate Paul A. Walker upon his assumption of the FCC chairmanship within minutes of President Truman's announcement of the appointment.

CBS now owns 2.45 television stations. Its owned stations are WCBS-TV New York and KNXT (TV) Los Angeles. It also owns 45% of WTOP Inc., Washington, which includes WTOP-AM-FM-TV there. In addition, CBS has a contract for acquisition of WBKB (TV) Chicago from Balaban & Katz, contingent upon approval by FCC of the now-in-hearing proposed merger of ABC and United-Paramount, involving a $25.5 million stock transaction. CBS would pay $6 million for WBKB—a record price for a single facility in radio or television.

While CBS officials were noncommittal on the areas of negotiation, it was not denied that conversations are in progress in Boston looking toward disposition or exchange of the network's WEEI there for another property. Among those understood to be interested in this facility is Tim McInerney, Washington manufacturers' representative and former assistant to Supreme Court Justice Tom Clark when he was Attorney-General. His backing is said to include Joseph P. Kennedy, Boston industrialist and former Ambassador to the Court of St. James.

But aside from this discussion, it was learned that talks are underway which would involve exchange of WEEI for a combination AM-TV facility in another market.

Overtures have been made, it was understood, for possible sale of control of its KMOX St. Louis to the St. Louis *Post Dispatch* under a transaction whereby CBS would acquire 45% of the corporate entity which would included KMOX and KSD-TV there, now owned by the newspaper.

# FCC HONORS COY

## Colleagues Commend Service

LETTER paying tribute to former FCC Chairman Wayne Coy was unanimously adopted by his colleagues Feb. 25 at the first Commission meeting following Mr. Coy's resignation the week before [B•T, Feb. 25].

Expression of regret at his leaving paid honor to "a career of service with the FCC which has been marked by the highest conception of duty, by tireless industry and by conspicuous leadership."

The letter continued:

**During your term as Chairman the Commission has been confronted by some of the most complex technical and policy problems of its entire history. In the solution of those problems you have made a contribution that will forever reflect credit upon your competence and devotion to the public interest.**

**By the distinguished performance of your duties you have emphasized the opportunities, the responsibilities and the contribution to our nation of gifted men in the service of their government.**

**We honor you for your abilities, for your great qualities of mind and heart and for your unfailing courage. We shall always recall with pleasure your helpfulness, understanding, tact and humor in many difficult situations. We are particularly appreciative of the encouragement which you have lent to expressions of and tolerance for individual viewpoints and philosophies on the part of all of us.**

**While we deeply regret the end of our association on the Commission, we give you our best wishes for all success in your future undertakings. You are richly deserving of further honors and rewards that we are sure the future holds for you.**

**A copy of this letter is being entered on the permanent Minutes of the Commission.**

## 'NO CARLSEN, HE'

### Rep. Ayres Says of Coy

POLITICAL whirligig in Congress swept up the resignation of Wayne Coy as FCC chairman [B•T, Feb. 25] in its rapid, changing motion last week.

Rep. William H. Ayres (R-Ohio) in a statement said of Mr. Coy, "No Carlsen, he," implying that Mr. Coy had decided not to stick with the political weathers of the administration but to "jump while the jumping is good, particularly when Mr. Coy's living habits are such, as he says, that he cannot skimp along forever on a mere $15,000 a year—enough, incidentally, to maintain three ordinary American families for that time.

"I must confess though, that it is disillusioning to see such a fervent administration supporter as Mr. Coy abandon ship, so many months before the election."

## Wage Scale Approved

WAGE Stabilization Board approved contract pay provisions negotiated by Radio and TV Directors Guild with ABC radio, retroactive to Jan. 16, 1951. New scale provides base pay of $110 weekly on hiring and $120 weekly after first year. Contract includes schedule of commercial fees and severance pay, but board has not issued ruling on these features.

## STATEMENT OF CHAIRMAN PAUL A. WALKER

**I HAVE just been advised of my appointment by President Truman as chairman of the FCC. This appointment I accept with the full realization of the scope of the task to be accomplished and the importance to the public of how it is done.**

**Our most urgent public mission, at this time, is to complete our task in the field of television allocations. The Commission now is actively considering its final allocations report and it hopes to complete that assignment with greatest possible dispatch. But aside from this project, the Commission is confronted with myriad activities about which the public knows little.**

**We have large responsibilities in fields other than radio and television broadcasting. These have to do with the various common carrier activities and the safety and special radio services, so important to our nation's well-being. We also have entrusted to us important functions having to do with the national defense.**

**Our course of activity is well charted. With the appointment of Robert T. Bartley to the vacancy created by the resignation of Wayne Coy as a commissioner, the Commission will have its full strength. Our activities are constantly expanding. Our great need is manpower. We are hopeful that Congress will acquiesce in the recommendations of the Budget Bureau to enable us to acquire the personnel essential for the optimum job required of us.**

## HST DISCLOSES

### FCC Appointments

OFFICIAL disclosure that the FCC vacancies had been filled came at Thursday morning's radio-press conference at the White House. President Truman opened the 10:30 a.m. session with announcement that he had asked Comr. Paul Walker to be chairman of the FCC and was sending the name of Robert T. Bartley to the Senate for the unexpired term of Wayne Coy.

A reporter's query about Mr. Bartley led another reporter to say, "He's Rayburn's son-in-law." The President agreed, but was met with the disclosure that the proposed new commissioner is Speaker Rayburn's nephew and a Texan.

The new chairman was a White House caller Tuesday afternoon but refused to answer reporters' questions about his status when he emerged from the Executive Office.

## WING, WIZE Name H-R

WING Dayton and WIZE Springfield, Ohio, both owned by Secretary of Commerce Charles Sawyer, has named H-R Representatives Inc. as national representatives, effective last Saturday. Both affiliated with ABC, WING operates on 1410 kc with 5 kw and WIZE on 1340 kc with 250 w.

## The Crucible . . . . . AN EDITORIAL

PRESIDENT TRUMAN did what came naturally when he named Paul A. Walker chairman of the FCC in his own right. He likewise did the obvious when he appointed Robert T. Bartley to the vacancy on the Commission created by the sudden resignation of Wayne Coy.

The real test comes in the weeks ahead. The big bonanza is television. It is a political year. The politicians know the value of a franchise, as measured in votes.

The Democrats are in control. They intend to keep it. They will use every device and means available. (The Republicans would do the same if they were in power.)

Chairman Walker is tossed into this crucible at the twilight of a career in public office. He has been near the throne but never on it, as now. He will get the pressures from good party workers on the Hill, at the Democratic National Committee, and even from the White House. There's ample precedent in this and other administrations.

Neither Chairman Walker, nor any other chairman, should be subjected to pleas for favoritism that go beyond the record. The Commission, in recent years, has avoided capitulation to political pressures. It is also true that in recent years (the freeze has been on in TV since September, 1948) there haven't been many pitches.

But times and values have changed. It will take a strong, stolid Commission to withstand the inevitable. Chairman Walker and his six colleagues know it.

It will be only a matter of weeks before the FCC begins its evaluation of TV applications. The first authorization that stems from political suasion could: (1) threaten the whole licensing process with litigation, or (2) result in an influence-peddling melee that would put the whole allocation up for political grabs.

# ROBT. BARTLEY

## Know-How Is Boon to A

ROBERT TAYLOR BARTLEY record speaks for itself in t broadcast industry. He has b in the business, was an ex-staf of FCC, of NAB, and is well-ver in the affairs of government a Congress.

The latter knowledge he i picked up with ease as executi assistant to his uncle, Hou Speaker Sam Rayburn (D-Tex He will be 43 on May 28.

Born in Ladonia, Tex., Mr. Bar ley spent his first 23 years in th Lone Star State, leaving Southe Methodist U. after two years study to run a filling station an later to sell appliances for a ga company.

During the depression, Mr. Bar ley came to Washington, and be came executive secretary of th Public Utility Holding Co. inquir conducted by the House, servin under Dr. Walter W. M. Splawn whom he accompanied to the Inter state & Foreign Commerce Com mission when Dr. Splawn wa named to the agency.

In 1934, he became director o the Telegraph Div. of the FCC, and when it was abolished three years later, Mr. Bartley was made a Se curities & Exchange Commissio examiner.

Broadcast experience was gaine as executive secretary to the late John Shepard 3d, president of the Yankee Network. He subsequently became a vice president. He also was secretary-treasurer of the American Network, a projected hookup of FM stations, and FM Broadcasters Inc. This New England background encompassed the years 1939 to 1943.

In 1943, Mr. Bartley joined NAB as Director of War Activities. Later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB. He left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1945.

**[Editors Note: For review of FCC Chairman Paul A. Walker's career, see B•T, Feb. 25].**

## Kratokvil Named

FRANK M. KRATOKVIL was named assistant chief of the new Field Engineering & Monitoring Bureau of the FCC, it was announced last week. Mr. Kratokvil also was named chief of the Field Operating Division of the bureau, a post in which he will supervise the operations of 24 district offices, six sub-offices, three ship offices and 19 monitoring stations. Mr. Kratokvil was previously assistant chief of the Field Engineering & Monitoring Division of the Office of the Chief Engineer and before that was chief of its monitoring branch. He started as a radio inspector with the Commerce Dept in 1928.

# IT'S CHM. WALKER

## And Comr. Bartley, as Advertised (B • T, Feb. 25)

By SOL TAISHOFF

ON EVEN keel again with a new chairman and a new commissioner, the FCC this week resumes its consideration of the final TV allocations—its first order of business—with the hope of completing the job "with greatest possible dispatch."

The quote is from Paul A. Walker, who last Thursday assumed the chairmanship in his own right by appointment of President Truman. He expects to have his seventh commissioner—Robert T. Bartley of Texas—on the job this week. But Mr. Bartley probably won't participate in the vote on TV allocations, now ready for final review after a 41-month solid freeze.

Mr. Walker, who climaxes his more than 17 years with the FCC by acquiring the coveted chairmanship, inherits this Herculean assignment from Wayne Coy, who resigned Feb. 21 to become Time Inc.'s consultant on radio-TV (see story this page). This appointment, announced by the President last Thursday, coincident with the nomination of 43-year-old Bob Bartley, is for the "permanent" chairmanship.

### Serves Until Elections

Mr. Walker, who has been eligible for retirement for more than a year (he is 71), is expected to serve at least until after the November Presidential election. His term as a commissioner (the President appoints the chairman from among the members) does not expire until June 30, 1953.

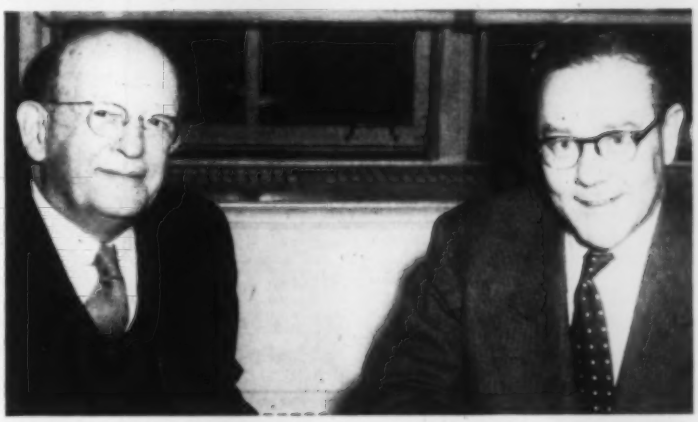
Senate confirmation of the Bartley appointment to fill the unexpired Coy term, which runs until June 30, 1958, is expected without difficulty. An old hand on Capitol Hill where he has served for the past five years as top assistant to his uncle, Speaker Sam Rayburn, Mr. Bartley may well receive the "Senatorial courtesy" accorded members of Congress which amounts to confirmation by acclamation.

He testified Friday before the Senate Interstate & Foreign Commerce Committee in open session. They made short shrift of it and reported the nomination favorably to the Senate the same day (see story page 6).

What Chairman Walker means by "greatest possible dispatch" was problematical as it pertains to the long-awaited and potentially explosive TV allocations. FCC first shot for a mid-February deadline. Now it looks hopefully toward mid-March. But because of the infinite amount of detail and paper work involved (maybe 800 pages, mimeographed), it could well be toward the end of March before eager applicants and prospective applicants get their first look at a mosaic providing for 2,000 stations, along with the ground rules governing procedures.

Sen. Robert S. Kerr (D.-Okla.) told BROADCASTING • TELECASTING last Thursday that he had sent a formal letter to the President endorsing Mr. Walker's elevation to the chairmanship [CLOSED CIRCUIT, Feb. 25]. Senator Kerr said the recommendation was the climax of a "life long friendship of a fellow Oklahoman." Senator Kerr owns KRMG Tulsa and has an application pending for control of KTOK Oklahoma City. He is regarded as a "dark horse" in the Democratic Presidential race, should President Truman decline to run.

It also was learned authoritatively that the women's division of the Democratic Committee, headed by India Edwards, vice chairman, supported the Walker candidacy. Mr. Walker, like Comr. Frieda B. Hennock, has advocated reservation of TV channels for noncommercial educational stations.



**NEW FCC CHAIRMAN, Paul Walker (l), and new Commissioner-Nominee Robert T. Bartley met informally Thursday afternoon at FCC just after President Truman announced the appointments.**

Nomination of Mr. Bartley was highly praised by Sen. Edwin C. Johnson (D-Col.) last Thursday, the day before his Senate committee scheduled the hearing.

Questioned by BROADCASTING • TELECASTING about the President's choice of Mr. Bartley to fill the vacancy on the Commission, Sen. Johnson said:

"From what I know of this chap [Bartley], it is a very good appointment. The President made an exceptionally good choice. Bartley has good judgment and is cool headed. I think he will prove to be a very valuable commissioner on the FCC."

Neither the Walker nor the Bartley appointments came as a surprise [B•T, Feb. 25]. The Walker appointment, however, while in the "permanent" category, must be viewed in the light of his eligibility for retirement. Logically, it is expected that he will serve through November or possibly the end of the year.

In November he will have completed his 18th year with the FCC, having been appointed to the original Commission in 1934. The end of the year is regarded as the logical time for his retirement in the

*(Continued on page 44)*

# COY, 'TIME' TO BUY KOB?

## $1 Million Deal

SEQUEL to retention of Wayne Coy by Time Inc. as its consultant on radio-TV matters might develop shortly with the acquisition by the corporation and Mr. Coy of KOB-AM-TV Albuquerque on a 50-50 partnership basis.

Negotiations were in progress last week, it was learned authoritatively, whereby the properties, owned by Publisher T. M. Pepperday of the Albuquerque *Journal*, would be purchased for between $1,000,000 and $1,100,000.

Mr. Coy, who resigned as chairman of the FCC on Feb. 21, would become president and operating head of the Albuquerque properties, moving to the New Mexico city upon FCC approval of the transfer.

Drawn for BROADCASTING • TELECASTING by Sid Hix

He would continue, however, as Time consultant and, under the arrangement with Time Inc., would participate in any other station properties acquired by corporation.

Closure of the transaction, it was reported, is dependent upon working out of financial and tax matters. Mr. Pepperday, who has been in frail health, is understood to be desirous of disposing of his radio-TV holdings "to the right people," but plans to continue operation of his newspaper properties in the southwest. He will not sell to absentee owners, it is understood.

While no formal statement was forthcoming from Time Inc., it is understood Mr. Coy's arrangement contemplates a salary of about $25,000 as consultant, plus like amount for operation of Albuquerque stations upon acquisition.

The Albuquerque transaction would involve purchase of the capital stock of Albuquerque Broadcasting Co. KOB, established in 1921, operates under special service authorization on 770 kc with 50 kw local sunset, 25 kw night. It is affiliated with NBC.

KOB-TV, which began operation in 1948 and is the only TV station in New Mexico, operates on Channel 4. It takes service from all four TV networks by kinescope.

Details of the transaction presumably will not be released until

*(Continued on page 44)*

# RACING NEWS

## FCC Cites 16 Outlets for Hearing

AFTER nearly four years of consideration, FCC plans to resolve the whole issue of horse-racing broadcasts once and for all. Last week it set for hearing the licenses of 16 stations, using this means to bring the entire issue into the open on what is in effect a "show cause" proceeding.

Some 25 additional stations are due to be tagged when their license applications come up for renewal in the next few months. They, too, are under an FCC cloud for running horse race information programs.

Nub of the Commission's position is that afternoon-long track programs—giving odds, scratches, track conditions, prices paid, etc.—aid gamblers.

Included in the 16 stations cited last week were three TV stations. All are alleged to have regular weekday bangtail programs, which the FCC obviously considers against the public interest.

In actions the same day, the FCC renewed for the regular period the licenses of WANN Annapolis and WMEX Boston. Both stations had been on temporary license since early last year while the Commission considered how to deal with racing programs. Both stations have since discontinued such programs.

### Refers to Questionnaire

Commission decision in both cases referred to the questionnaire on horseracing programs sent to stations early last year, said it had "acquired considerably greater information on the extent to which horse racing information is being broadcast and the nature of the service being thereby rendered" since it expressed its views in 1948 on the WWDC Washington case.

In 1948, the Commission renewed the license of WWDC after lengthy consideration on the chief ground that horserace information programs were not illegal in themselves and that the Washington station had not overemphasized track results so that its program structure was out of balance [B•T, Feb. 2, 9, 1948].

Most recent action was the Commission denial of license renewal for WTUX Wilmington, Del. [B•T, Oct. 16, 1950]. Commission declared that station's horse race program was being used by gamblers in Wilmington. Station is on temporary license pending Commission's decision on its petition for reconsideration on the grounds it dropped horserace news early in 1950.

In the renewals for WANN and WMEX, the FCC made these salient points:

**Although the dissemination of horse racing information by broadcast stations takes a variety of forms, review of all the responses received to our horse racing questionnaire reveals a significant pattern—stations that emphasize horse racing offer their information during the afternoon while flat-racing is generally in progress. It is common knowledge that bookmakers, whose activities are in most states illegal, operate too during the afternoon while racing is in progress. The ease with which the afternoon dissemination of horse racing information through the facilities of broadcast stations can be of aid in illegal gambling activities has become evident, and there is good reason to believe that the possible use of such information is not avoided by such alleged safeguards as delays in announcing results for a fixed period of time, such as, for example, ten minutes. Accordingly, the Commission has been gravely concerned in considering applications for renewal of station licenses from licensees who as a regular practice engage in the broadcasting of horse racing information during the afternoon when such information would apparently be of particular value to illegal gambling activities.**

**In view of the foregoing, the Commission was prompted to scrutinize carefully the broadcast operations of . . . applicants for renewal of license who offer such programs. For, quite apart from the question whether the broadcasting of horse racing information during substantial segments of afternoon broadcast time may result in an overall program imbalance inconsistent with operation in the public interest, we believe it is clear that the broadcasting of information pertaining to horse racing or any other sporting event in a manner making it particularly susceptible of use as an aid to illegal gambling presents a serious question whether the station involved is being operated in the public interest. The fact that the broadcasting of such information makes it particularly susceptible of use in the furtherance of unlawful activities is enough, in itself, to place a heavy burden upon a station to justify its operation in terms of the public interest.**

### Technicalities Barred Step

At one time it was believed that the Commission would come out with a policy statement on the when and how much of horserace programs. It was understood that legal technicalities barred the use of such a step. One of the reasons, deduced by some sources, is that the dissemination of race track information is not illegal in many states. Such information is carried as a matter of course in newspapers.

Feeling among most observers is that virtually all the stations cited will cease horse race programs and win license renewals when they so advise the Commission. It is dubious, they say, that any station will fight to retain its right to broadcast such programs.

Matter of horse race broadcasts gained wide audience during last year's Kefauver Crime Hearings.

### Stations in Hearing

STATIONS cited for horse race news programs, with consolidated hearings to be held in the various cities, are as follows:

**New York — WJZ-TV, WPIX (TV) and WBNX.**
**San Francisco — KJBS, KSAN and KYA.**
**Los Angeles — KWKW and KLAC-TV.**
**Miami—WMIE and WWPB-FM.**

Also these on an individual basis:

**KVSM San Mateo, Calif.; WWBZ Vineland, N. J.; WRIB Providence, R. I.; WGPA Bethlehem, Pa.; WITH Baltimore, Md.; WAAF-FM Chicago.**

All seek license renewals except WMIE and the three TV stations which are operating on program tests or other special authority and have applications for licenses pending.

In the limelight was WMIE Miami, then applying for a transfer of control to Arthur B. McBride and Daniel Sherby. The transfer was finally approved last September [B•T, Sept. 10, 1951]. Station was later sold to ex-Gov. E. D. Rivers of Georgia [B•T, Nov. 26, 1951].

Following issues were listed for the hearings of the 16 stations:

**1. To determine whether, to what extent, and the manner in which the subject station has broadcast, is currently broadcasting and proposes to broadcast the following information relating to horse racing: (a) Entries; (b) scratches; (c) probable jockeys; (d) jockey changes; (e) winning jockey; (f) weights; (g) selections; (h) off-time; (i) next post time; (j) track conditions; (k) weather conditions; (l) time of race; (m) mutuels or prices paid; (n) results of race; (o) results in code; (p) post positions; (q) running account of race; (r) pre-race betting odds.**

**2. To determine the manner in which the station obtains the above information.**

**3. To determine whether the broadcast of horse racing information by this station appears likely to be of substantial use to, or is used by persons engaged in illegal gambling activities.**

**4. To determine (a) the sponsorship, if any, of programs offering horse racing information, (b) the arrangements between the sponsors and the licensee for the handling of the broadcasts of horse racing information, and (c) whether and to what extent these arrangements have been or are being carried out.**

**5. To determine the arrangements, or commitments, if any, entered into by this station with persons engaged in illegal gambling activities for the broadcast of horse racing information, and the extent to which those commitments or arrangements are being met.**

**6. To ascertain whether the licensee in this proceeding has had discussion or dealings with any other broadcast station, with respect to the manner in which broadcasts of horse racing information should be handled, and to determine the outcome of such discussions or dealings.**

**7. To determine what instructions, if any, have been given by the licensee to its employees concerning the manner in which horse racing information is to be handled.**

**8. To determine what steps, if any, have been taken, and the manner in which such steps were taken by the licensee to ascertain the nature of the listening interests being served by the broadcasts of horse racing information.**

**9. To determine the effect of the broadcasts of horse racing information upon the station's overall programming.**

**10. To determine, on the basis of the evidence adduced pursuant to the foregoing issues, whether a grant of the above-entitled renewal application would be in the public interest.**

## FAIR TO B & J

### To Head N. Y. Office

HAROLD CLEMENTS FAIR, program director of WHAS-AM-TV Louisville, is rejoining Bozell & Jacobs—two decades later, this time in the New York office, in charge of radio and television for the agency—effective March 15.

**Mr. Fair**

Prior to his Louisville position Mr. Fair was director of the program department of NAB in Washington. Before that he was program director of WHO Des Moines and in the early thirties was with Bozell & Jacobs in its Omaha office as head of the radio department.

## RATES

### P&G Expects CBS Radio Adjustments Soon

PROCTER & GAMBLE, engaged in a drive to secure nighttime radio rates more nearly on a par with daytime charges [B•T, Feb. 25], expects to start final deliberations over its new advertising appropriations for all its products about mid-March, a company official told BROADCASTING • TELECASTING last week.

By that time it presumably will have from CBS Radio, which carries all three of its nighttime programs, a definite answer on its bids for lower rates on the three shows.

The P&G official said the use of TV advertising made it necessary to strike a new balance within the overall advertising budget in order that the company can be able to use all the media it desires to use. P&G traditionally is the nation's heaviest radio spender.

The official reiterated the suggestion—which spokesmen for P&G had advanced to CBS Radio officials in negotiations a fortnight ago—that unless the nighttime rates are trimmed, some or all of the three shows may be dropped. He rejected, however, reports that P&G was asking that the nighttime rates be cut back to a point where they equal daytime rates.

His statement was confirmed, meanwhile, by CBS Radio officials who said that the advertiser, while seeking lower rates, had not given an exact figure on the amount of reduction desired. It has been the position of other network authorities that the company's bid has been more in the nature of a businessman's effort to secure the best buy possible, rather than an either-or-else demand.

The three shows involved, all Monday - through - Friday, are Lowell Thomas (6:45 - 7 p. m.), through Compton Adv.; *The Beulah Show* (7-7:15 p.m.) through Dancer - Fitzgerald - Sample, and *The Tide Show* (7:15 - 7:30 p. m.), through Benton & Bowles.

One of the major arguments advanced by representatives of P&G in the negotiations with the networks is that the ratings of these shows are comparable to those of P&G's daytime shows and that accordingly the time charges should be more nearly equivalent.

The three programs represented gross billings in excess of $3.5 million for CBS Radio last year.

# MFRS. ANTI-TRUST PROBE

## 'Industry-Wide', Says Justice

By RUFUS CRATER

START of a far-reaching grand jury probe for signs of anti-trust law violations in the radio and television manufacturing industry [CLOSED CIRCUIT, Feb. 11, 4] was confirmed late last week.

Officials of the Anti-Trust Division of the Justice Dept. acknowledged Thursday that an investigation of the electronics field was on foot and said it was "industry-wide."

Beyond this disclosure they would not comment, but it was known that subpoenas have been issued in which substantially all of the nation's major manufacturers of AM, FM or television transmitting and receiving equipment are named.

The subpoenas—some of which are yet to be served, apparently—call for mountainous quantities of company records, correspondence and other documents to be delivered before a grand jury of the U. S. Court for the Southern District of New York on May 12, at 10 a.m. in Room 513 in the U. S. Courthouse, Foley Square, Manhattan.

Nature of the material being requested encompasses the color television battle which raged a year ago and still flares up; the older charge of Dr. Edwin H. Armstrong that FM was stifled; the question of concerted action for or against FCC-proposed TV standards or the production of color TV equipment, along with a wide range of other subjects including patents, patent litigations, production and sales figures, royalties paid and royalties collected, exchange of technical information and expenditures for research and development in the radio or television and related electronics manufacturing fields.

### Exploratory Investigations

Legal authorities emphasized that grand jury investigations are exploratory—to determine whether an indictment of any sort appears justified—and do not imply that definite charges have been or necessarily will be filed.

The list of manufacturers known to have been subpoenaed—or presumed to be scheduled for service, since the investigation was characterized as "industry-wide" — included RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith and DuMont.

Radio-Television Mfrs. Assn., whose membership represents more than 85% of the country's radio-TV output, also was served with a subpoena.

Among the companies which were reached for comment, CBS and Westinghouse acknowledged they had been served but declined to comment. RTMA President Glen McDaniel said the association "has been served and we will comply." Officials of Hazeltine declined to say whether that company had been served.

The scope of the information called for by the Justice Dept. was such that it was regarded as (1) a certainty that the Justice Dept. and grand jury would have enough material at hand to take its exploration into virtually any nook and cranny of industry operations and (2) an uncertainty that they would be in position to get started on the scheduled May 12 opening date.

The subpoenas—*subpoenas duces tecum*, calling for production of documents—are directed at corporate bodies rather than individual officials, and, in the standard opening form of such subpoenas, "command you" to appear at specified time and place "to testify and give evidence in regard to an alleged violation of the federal anti-trust law. . . ."

### Data Called For

The range of the data called for extends from documents—on some subjects, all available since Jan. 1, 1934—which have been exchanged between companies, between company and "any association of radion, television or electronics manufacturers," between company and radio-TV patent licensers or owners, and between officials within a company—on such subjects as respondent company's "refusals" to purchase patents or patent rights from others, or to grant licenses to others; any refusals by RCA to grant patent licenses to respondent company; any exchange of information among domestic manufacturers of vacuum or cathode ray tubes with respect to computation of tube prices; any restrictions on types or quantities of TV, AM or FM receivers (including parts and components) to be produced by domestic manufacturers, and cooperation with other radio or TV companies with respect to standardizaton of products or research.

Documents of this sort dating back to Jan. 1, 1939, are called for if they bear on manufacture or non-manufacture of (1) the field-sequential (CBS type) color TV system, and (2) all-electronic systems (such as RCA's).

Data on "activities by your company to delay, hinder or prevent the manufacture for commercial use of FM transmission and receiving equipment" is sought, along with records relating to "withholding of any products from the market, subsequent to Jan. 1, 1939."

Also going back to Jan. 1, 1939, the Justice Dept. asked for any documents relating to "dominance, control or influence" of RCA over any association or group of radio-TV manufacturers.

Records since Jan. 1, 1936, are requested if they deal with "proposals for, and concerted, joint or agreed-upon action" between respondent company and (1) any TV manufacturers' association; (2) any TV manufacturer, either in support of or in opposition to FCC-proposed TV standards or to the production of any kind of color TV equipment.

For the period since Jan. 1, 1949, the Justice Dept. also seeks records of company policy determinations

*(Continued on page 48)*

## HENRY JOINS ORR

### Named Vice President

SAMUEL J. HENRY Jr, director of advertising media, Trans World Airlines, joined Robert W. Orr Assoc., New York, March 1. He has been named vice president and account executive of the agency.

Mr. Henry

Most of Mr. Henry's business career has been devoted to broadcasting, advertising and aviation. After three years with Eastern Air Lines and Ludington Airline in the early 30's, he joined CBS as assistant to the manager, Radio Sales. A year later he went to World Broadcasting System as advertising and sales promotion manager.

In 1939, Mr. Henry became first director of the NAB (now NARTB) Bureau of Radio Advertising. He was commissioned a lieutenant, j.g., in the Navy in 1942, serving with Naval Air Transport Service in the South Pacific and rising to the rank of lieutenant commander.

He was named advertising manager of TWA's transcontinental division in November 1945. Since 1949, he has been advertising-media director of TWA, responsible for the firm's extensive radio, TV, newspaper, magazine and outdoor advertising in the United States and 18 other countries. He has served as chairman of the Air Transport Assn. Advertising Subcommittee for Air Express and is a member of the European Travel Commission Coordination Committee.

# CLOTHING BUDGETS

## Local Radio to Gain

By FLORENCE SMALL

FIVE AMONG the nation's leading retail clothing chains, as well as the largest local clothing advertiser in New York, will greet the spring and pre-Easter promotional season with generally increased budgets in which local radio will share heaviest, with television also slated for augmentation though on a more limited basis.

Keynoting the attitude of the clothing chains in respect to radio, Jerry Bess, vice president of Frank B. Sawdon Inc., the agency handling the radio and TV advertising of Robert Hall Clothes, said to be the country's leading user of radio spot announcements, told BROADCASTING ● TELECASTING that "we have found that radio is still a very potent force in mass media advertising even in those cities which today are considered primarily TV markets by most national advertisers."

The firm, which spends over $1 million annually in radio and TV, will expand its present coverage of over 150 radio stations, coast to coast, to more than 180 stations under the terms of the new budget.

As part of its new promotion, Robert Hall will salute the opening of 18 new "super salesrooms" in 11 cities, increasing the number of Hall stores to 130 across the country.

A keystone of the Robert Hall policy is on-the-spot analysis of cities and station coverage. Mr. Bess plans personally to tour the areas where Robert Hall is inaugurating salesrooms or expanding its present operation in order to direct the buying and scheduling of radio-TV advertising for the pre-Easter periods as well as for the remainder of the year.

New Robert Hall markets are the following: Detroit; Perth Amboy, N. J.; Long Island City, N. Y.; Stamford, Conn.; Chelsea, Mass.; Joliet, Ill.; Youngstown, Ohio; Atlanta; Milwaukee (two); Pittsburgh, and McKeesport, Pa.

Another leader in the field, Crawford Clothes, which is understood to spend approximately $500,000 annually, through its agency, Al Paul Lefton Co., New York, also has increased its radio appropriation over last year.

In addition, this advertiser already has started a television schedule for the first year in its history. Crawford currently is using approximately 93 programs weekly on five New York stations: WMGM, WMCA, WLIB, WQXR, WINS.

The chain, which consists of 70 stores located in the eastern U. S., sponsors *They Stand Accused* on WABD (TV) New York and WCAU-TV Philadelphia, Sunday, 10-11 p.m.; plus the film series, *The Cases of Eddie Drake* and the main boxing event at St. Nicholas Arena, Monday nights on WOR-TV New York.

A third firm, Bond Stores, has

*(Continued on page 56)*

# EASE BUILDING BAN?

## Relaxation Rumored

By JOHN OSBON

THERE were straws in the wind last week that the government may relax restrictions on radio-TV and other construction during 1952.

First inkling came from Secretary of Commerce Charles Sawyer, who noted that the National Production Authority has started to issue authorizations which "will allow the resumption of construction on every partially-constructed building in the United States for which application to continue work has been filed with the NPA."

Actually, this enunciation of previously-announced NPA policy has, in itself, little practical effect on radio and television station construction or remodeling projects. But it appeared to be symptomatic of NPA feeling that controls on controlled materials may be eased slightly in subsequent months.

The principal reasons, it was understood, are (1) acceleration of America's production efforts, (2) lengthening of the military preparedness program over a greater stretch and (3) the prospect for growing availability of steel and other materials.

There were these harbingers of things to come:

- Transfer of jurisdiction over broadcast construction applications from NPA's Construction Controls Division to the Industrial Section, with the latter division prescribing less stringent conditions for building.
- Announcement by NPA of grants for religious, municipal, institutional and community projects entailing a go-ahead for "immediate commencement" of construction.
- Liberalization of NPA's revised construction regulations allowing greater allotments of steel to be self-authorized for non-industrial, public and commercial projects other than housing and recreational.
- Secretary Sawyer said that "we are approaching the point where our capacity to produce will permit us to reduce controls." De-controls will "accelerate as the months go on," he predicted, in an address before the Tallahassee, Fla., Chamber of Commerce.

### Similar Easing Ahead

This relaxation for community, commercial and other non-industrial work could well mean a similar easing for radio-TV broadcasters in the months ahead, it was felt. Broadcasters are classified as industrial, with permission to self-authorize greater quantities of matrials than commercial applicants. The ban on recreational and amusement building now underway continues.

There is no immediate change in policy involving station construction, although shifting of jurisdiction to the Industrial Division the past fortnight in itself may prove significant. This division, it is known, sets far less severe restrictions on building than the Construction Controls Section to which broadcast applications previously had been referred.

For the radio-television industry, the criteria will still be that projects (1) must already be underway and (2) be vital to the defense effort. For projects already commenced, applicants are assured of continued materials to complete construction. Remodeling or alteration work not requiring NPA approval—those needing less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum—are not affected, of course.

### May Start Building

The fact that religious, community, institutional and community projects may *start* building and that NPA promised materials for the third and fourth quarters of 1952 and the first three months of 1953 was adjudged as significant in some NPA quarters. It was felt that this system of granting building permits with a rain check on future materials may be extended to broadcasters who have not yet commenced construction. NPA has had such a policy under study in recent months [B•T, Feb. 4].

Fruition of this policy could have a favorable effect on future UHF-VHF TV station permits by the FCC after the freeze is lifted and once the Commission is well embarked on its allocations work, it was conceded.

It would mean that, while materials might not be readily available, television applicants could proceed with their station planning with construction authorization assured of steel, copper and aluminum.

Transfer of work on broadcast applications to NPA's Industrial Division is expected to mean a closer liaison between the allocation agency and the FCC. Community TV applicants will also apply to this division, since NPA properly regards this phase as industrial, not community, activity.

Radio-TV applicants generally have fared well on their bids for construction or alteration materials during the past two quarters, with projects valued at over $13 million approved [B•T, Feb. 11]. NPA indicated last month that allotments for construction already started would be meted out on a project rather than quarterly basis.

# SELENIUM SUPPLY THREAT ALLAYED

## National Production Authority Averts Disruption

THREAT of disruption in the selenium rectifier industry was temporarily averted by government allocation authorities last week.

The National Production Authority assured manufacturers they would receive a substantial allotment of selenium in March—at least two-thirds greater than they received during February.

Specter of extensive shut-downs throughout the rectifier producing industry has hung over suppliers for TV receivers and small radio sets since early this year when an industry advisory group first sounded the warning to NPA [B•T, Jan. 28].

Aside from these uses, selenium also performs functions in power tubes and is utilized in amplifiers, radar, telephone and telegraphic equipment and other electronic devices.

Permanent magnet producers also figured in developments involving cobalt, which is used in alnico magnet speakers of radio-TV sets. An industry group reported scrap materials are being re-smelted for further use or sent to processors for reclaiming critical metals such as nickel and cobalt.

At the same time, NPA Administrator Henry Fowler announced that many consumer goods manufacturers will receive about 10% more sheet steel due to a surplus of about 250,000 tons. Consumer goods manufacturers (not set-makers) may use quantities if they don't need more copper and aluminum.

Defense Production Administrator Manly Fleischmann told a Congressional subcommittee that steel controls may be substantially eased toward the end of the year. Such a policy, if pressed into effect, would relax material restrictions on radio-TV receivers, component parts and towers for construction purposes (see story this page).

Cutbacks in copper and aluminum for the second quarter beginning April 1 previously were announced by NPA, with radio-TV sets and other consumer durables earmarked for 5% cuts from this quarter [B•T, Feb. 25].

### Strip Inventories

In the case of selenium, NPA notified manufacturers they had to strip inventories to provide emergency allocations for rectifiers and gave no assurance of similar treatment in subsequent quarters. A similar emergency allotment also was given in February, NPA revealed. The agency urged producers to take advantage of imports and scrap plates.

The March quota—25,000 pounds—represents 15% of overall supply, with the remainder going to the military. The industry group questioned whether the monthly allocation system should be continued or whether NPA should adopt an order limiting use to a percentage of base period utilization in end products.

NPA pointed out that while selenium is limited by copper shortage, the supply has increased greatly since World War II with the growth of electronics.

Prospect of easing restrictions on controlled materials had the odor of politics to Sen. Homer Ferguson (R-Mich.), who charged the administration was using them for "unauthorized and socialistic purposes." He claimed NPA is doing "somersaults" on materials and predicted controls would be eased further before the elections.

# EMPLOYMENT

## Up in Radio-TV Plants

EMPLOYMENT in plants producing radio-TV receivers and other consumer goods has steadily increased since December and is expected to show a 4% rise through the first quarter of 1952, according to a survey prepared by the Bureau of Labor Statistics.

The study was compiled for the National Production Authority and covered about 11,000 companies employing about 85% of the labor force in some 110 metal-working industries. Purpose was to ascertain the effect of metal cutbacks on civilian output this quarter compared to October-December 1951 and to aid NPA in reviewing allotments for the third quarter.

Employment in consumer durable goods, generally hit the hardest by cutbacks, is higher than during any period since the spring of 1951, it was announced by Henry H. Fowler, NPA administrator. The employment picture is steadily improving, he added.

Aside from radio-TV plants, employment increases ranged from 0.7% for electrical appliances to 8.9% for refrigeration machinery. Decreases were shown only for motorcycles and bicycles, cutlery and sewing machines. Consumer goods industry is expected to reflect a 15% employment jump over pre-Korean levels. It was up almost as high as 18% over June 1950 levels in early 1951 and down to 10% by mid-1950.

# JANUARY SETS

## Totals Down From '51

RADIO manufacturers turned out 632,455 broadcast receivers in January despite limitations on supplies of materials, according to the first 1952 monthly report of Radio-Television Mfrs. Assn. The weekly average output was 7% under December and 47% under the average of January 1951.

Output of TV receivers in January was estimated at 404,933 sets compared to 468,927 in December, a five-week month, but the weekly average was up 8% over December and down 36% from January 1951.

Of the 632,455 radios turned out in January, 288,723 were home sets, 68,433 portables, 195,147 auto sets and 80,152 clock radios. RTMA data cover all industry manufacturers. Radio set output totaled 851,195 in December.

Radio sets with FM tuning facilities totaled 39,754 in January. Another 9,376 TV sets contained FM tuning circuits.

# NBC SALES

## AM-TV Up 48% in '51—RCA

NBC's radio and television sales volume registered a 48% gain in 1951, reaching a record $137,156,000 in the network's silver anniversary year.

This was revealed last week in the 32d annual report of the parent RCA, whose total gross income from the sale of its varied products and services attained an all-time high of $598,955,000 compared to $586,393,000 in 1950.

The annual report, released Wednesday by Brig. Gen. David Sarnoff, chairman of the board, placed RCA's net profits at $31,193,000 as against $46,250,000 in 1950, with the decline attributed largely to a levelling-off of consumer demand following 1950's wave of scare buying.

All of NBC's 48% boost in sales volume was attributed to television. The total represented 22.9% of RCA's total gross income, whereas NBC's $92,373,000 in sales in 1950 amounted to 15.8% of the RCA total that year.

The report showed 49.2% of NBC radio network programs and 75.1% of the TV shows were sponsored, while 50.8% of the radio shows and 24.9% of the TV programs were carried sustaining.

Gen. Sarnoff and RCA President Frank M. Folsom said in a joint statement that expansions of RCA manufacturing plants during 1951 to meet military and civilian demands, plus previous additions, "provide RCA with the greatest production potential of its 32-year history."

They also noted:

"Television, now operating on a nation-wide basis, has established itself as a vital force in the life of America. As the most effective means of mass communication ever devised, it exerts a widespread impact on the home, on entertainment, education, politics, advertising, news and sports.

"With four TV networks and 108 stations on the air, television surpassed network radio in revenue for the first time in 1951. Today there are more than 16 million TV sets in the U. S. Whether the nation is at peace or at war, or in a state of national emergency, television is destined to have an ever-increasing influence in national and international affairs."

But, they continued, "communications . . . is only one facet of the future of electronics" and "limitless possibilities are foreseen for invention in new and broader fields, especially home appliances. But more important, the science of electronics is a vital source of America's national strength. Radar is a major example. Research and industry comprise a partnership for progress in the development of such inventions.

"Now the same momentum of science that advanced all forms of radio communication spearheads every phase of electronics and television, the golden age of which is still ahead."

Looking back at RCA's financial affairs for 1951, the report noted that the year's $31,193,000 net profits were the equivalent of $2.02 per share of common stock, whereas 1950 earnings equaled $3.10 per share.

RCA's taxes in 1951 totaled $62,389,000 — more than twice the amount of net profits.

Dividends amounted to $3.50 a share on preferred stock ($3,153,000 total) and $1 a share on common stock ($13,857,000 total).

Total current assets at the end of 1951 were placed at $255,993,000, compared to $209,959,000 at the end of 1950. Additions to plant and equipment during 1951 totaled $26,069,000, or $5,619,000 more than in the preceding year.

Over the past 10 years, the report noted, RCA has had annual averages of $358,871,000 in gross income; $42,094,000 in profit before federal income taxes and $19,714,000 in net profit after income taxes.

The RCA parent company divisions—RCA Victor, RCA Labs and RCA International — and related RCA service and distribution activities reported sales of $440,135,000 in 1951, representing 73.5% of the overall RCA gross, as against $476,091,000 (or 81.2% of the total) in 1950.

### Other Sales Figures

In addition to the parent company divisions and NBC, RCA Communications had 1951 sales of $17,438,000 compared with $14,929,000 the preceding year; Radiomarine Corp. of America, $9,120,000 compared with $7,279,000 in 1950; and RCA Institutes, $817,000 as against $910,000 in 1950.

The report said RCA Victor's "backlog of government orders for radio-electronic equipment at the end of 1951 was about seven times greater than at the beginning of the year. Deliveries against government contracts were more than 2½ times those of 1950 and higher than in any other year since World War II."

In addition, RCA in the civilian field during 1951 "maintained relatively high levels of production of television receivers, radio sets, electron tubes, phonographs and records as well as engineering and technical products, including broadcast and communications equipment," the report showed.

Among the year's highlights cited in the report were further developments in RCA's compatible color TV system, including development of a 21-inch color tube, projection of color TV on a 9-by-12-ft. theatre screen and a series of tests of the RCA color system, plus the sending of a color signal 8,000 miles (across the U. S. and back).

Another highlight was RCA's continued work on UHF, centering around the RCA-NBC experimental UHF station at Bridgeport, Conn. Cost of UHF experimental work to date was reported as more than $2.5 million.

Other highlights reported include the following:

● Sales of engineering products, including theatre TV equipment—of which more than 50 units were in operation or being installed at the end of 1950—reached a new high. Among other items "showing promise," the report listed community television antenna systems, a magnetic film recorder-projector and master TV antenna systems for hotels and apartment buildings.

● Foreign sales of all major product lines increased and television continued to expand abroad, especially in Latin America. RCA sold to TV stations in the Dominican Republic, Brazil and Mexico, and made "substantial sales" of TV receivers in Mexico, Brazil, Cuba and Argentina, while the volume of RCA radio set sales throughout

*(Continued on page 32)*

## GRABHORN NAMED

### To New Petry Post

MURRAY GRABHORN, veteran broadcast business executive, currently director of the National Assn. of Radio & Television Station Representatives, on March 15 will join Edward Petry & Co. as director of business development, a specially created new position.

In announcing Mr. Grabhorn's appointment, Edward Petry, president of the station representative firm, said:

"Among Mr. Grabhorn's major duties will be that of attracting new advertisers to spot. He will present the story of spot to leading national advertisers all over the country with special emphasis on advertisers who either have not used spot or who have used it only as a supplementary medium.

"The establishment of this new department," Mr. Petry said, "will assist materially in building business not only for the stations we represent, but also for the industry as a whole."

Starting in radio in 1928 with the Don Lee Network on the Pacific Coast, Mr. Grabhorn moved to New York in 1935. After several years as general manager of Hearst Radio and as sales manager of WFIL Philadelphia, he joined ABC and for nine years was vice president in charge of the ABC owned and operated stations. He joined NARTSR last summer.

**MEMBERS of Chesapeake Associated Press Radio Stations go over draft of a news survey prior to annual winter meeting Feb. 21. L to r: Frank M. Stearns, AP field representative, Washington; John Alderson, news editor, WFBR Baltimore; John A. Aspinwall, AP radio news editor, New York; R. C. (Jake) Embry, general manager, WITH Baltimore, and president of AP station group; Max Fullerton, AP bureau chief, Baltimore, and Charles J. Truitt, general manager, WBOC Salisbury, Md., and vice president of Md.-D. C. Radio and Television Broadcasters Assn.**

## L&M FOR SCHLITZ

### To Handle Radio-TV

SCHLITZ Brewing Co., Milwaukee, has appointed Lennen & Mitchell, New York, to handle its radio and television budget, effective in 90 days. Leo Burnett, Chicago, takes over the print allocation of the advertising budget. Firm bills over $6 million annually with the majority going to printed media. Radio-TV is believed to get nearly $3 million.

Young & Rubicam, Chicago, which had handled the entire advertising budget, loses the account, almost on the heels of the advertiser's decision to cut its hour-long *Schlitz Playhouse of Stars* on CBS-TV to a half-hour. Lennen & Mitchell will take over the half-hour version, which will be on film.

Move to L & M also involves the Schlitz radio show, *Halls of Ivy*, an NBC package program, which will remain on that network Wednesdays, 8-8:30 p.m.

Meanwhile, Young & Rubicam will also lose the billing of the half-hour General Foods shows, *Mr. Bobbin* (NBC-TV, Sundays, 7:30-8 p.m.), which will be dropped at the end of its present cycle. Both the network and General Foods reportedly have been dissatisfied with the rating of the show, since it replaced *Henry Aldrich* last year.

## Locked Out

*(Continued from page 23)*

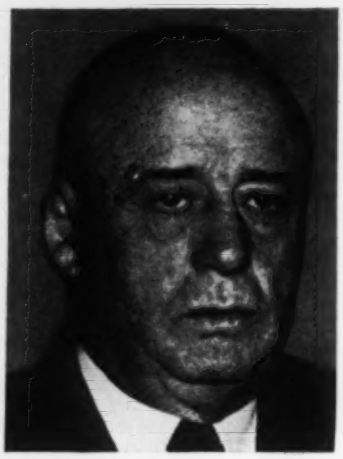
Senate-House committee to study the 1946 Congressional Reorganization Act. "The work of improving Congress cannot stand still. Such problems as televising Congressional hearings, radio broadcasts of such hearings, as well as recording . . . now merit considerable thought," he said. The longer such problems—also that of the witnesses' rights—are delayed, the "longer the confusion will remain," he added.

Said Rep. Martin: "Television and broadcasting are here to stay and will probably increase in popularity as the days go by. . . ." Policy on the media, he declared, "is a twilight zone which has not been clearly defined. . . ."

Two crys went up immediately: (1) that the so-called "gag" on radio-TV was imposed because the Administration wanted to whitewash investigations into scandals and in Communism, and (2) that the Administration "did not want to make a Kefauver out of Rep. Charles E. Potter," who is a Michigan Republican and who is said to be a logical candidate for the Senate against Sen. Blair Moody (D-Mich.). Rep. Potter is a member of the Un-American Activities group.

Sen. Moody, himself, entered the battle last Thursday.

President Truman told his Thursday morning radio-press conference he was conferring with Speaker Rayburn Monday when Sen. Moody placed an emergency call for the Speaker. While the President listened, he said, the Speaker told Sen. Moody radio and TV pickups of the Detroit hearing would violate the House rules, adding that he could not permit either broadcast or telecast facilities in the hearing room.



*Speaker Rayburn . . . he slammed the gavel on radio-TV.*

The President said he merely listened and had no comment on the interpretation. Pressed by reporters, he said he felt the matter was the business of Congress and not his affair. He said he always felt government officials should comply with requests of Congressional committees that they testify.

An explanation was quickly forthcoming from the Senator. The Michigan legislator, a former radio-press newsman on Capitol Hill, said he was asked by the *Detroit Times* on Monday morning what his views were on Speaker Rayburn's ruling.

He said he told the *Times* he was in favor of "televising these and all Congressional hearings. I then went to the office of the *Detroit News*, on which I was employed 28 years, and gave the city editor a similar statement."

With two assistant city editors standing by, Sen. Moody said he called Speaker Rayburn, then attending the White House meeting "and urged him to allow the televising of the House committee hearings . . . to rescind the ban. . . . The Speaker said he appreciated my suggestion but could not agree with me that the hearings should be broadcast.

"I still feel that the hearings, and all others which are open to the public, should be open to the television camera and the microphone."

BROADCASTING • TELECASTING subsequently learned on unimpeachable authority that the call by Sen. Moody went to the White House *before* Speaker Rayburn's news conference.

### His Position Clear

Speaker Rayburn told newsmen that he thought he had made his position clear a fortnight ago when some television company representatives (either WWJ-TV Detroit which had set up cameras or TV and wire news representatives who had conferred with the Speaker on the TV blackout on the King subcommittee hearings on tax scandals in government) had talked to him about the hearings.

While there was a welter of political acrimony, there were actual legislative moves:

● Appeal to a not-too-receptive House by Rep. Jacob Javits (D-N.Y.) that members sign his discharge petition. The latter procedure, if 218 names are gained, is a method by which legislation bottled within the House Rules Committee, can be pried loose.

Rep. Javits' measure (H Res. 6[illegible]) goes far. Not only would it permit the broadcast and telecast of committee proceedings in the lower chamber but it also would allow the important House debates to be covered by the broadcast media.

● Two House resolutions (H Res 538 and 540) were dropped in the hopper Wednesday by Reps. Patrick J. Hillings (R-Calif.) and George Meader (R-Mich.) respectively.

Both would amend the House rules. They would invest the right to decide on broadcast and telecast coverage of committee proceedings in the comittees of the House (see editorial below). That is the pattern followed in the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), when asked about the development in the House, said there was no comparable ban against radio, television or newsreels at Senate committee

### *In Retrospect . . .*

● Radio was permitted to cover Congressional committee proceedings immediately after World War II.

● Television coverage grew up with the expansion of the industry itself.

● House Un-American Activities Committee barred television and then radio after it had allowed coverage of its famous hearings on communism in Hollywood held in Washington.

● Kefauver Crime Committee hearings made the nation conscious of both media as it never had before in broadcast history. It also made Congress aware of their potentialities.

● Same day as Speaker Rayburn ordered a ban on all media except the press and still photographs, a House subcommittee was permitting TV at its investigation in the Elizabeth, N. J., plane crash. Following his policy announcement, telecasts were stopped.

# It's 1952, Mr. Rayburn . . . . . AN EDITORIAL

THOUGH it was at worst a bald excursion into censorship in violation of broadcasters' rights under the First Amendment and at best an ultra-conservative interpretation of House rules, Speaker Rayburn's ban against radio and television last week may accidentally have been the best turn that events could take at this moment.

A grave injury has been done to fundamental freedoms, but fortunately it is not irreparable. Logic compels us to believe that the Speaker's ruling will at last bring to a head the whole question of broadcasting's place in the news gathering family, a place that needs desperately to be defined to some Congressmen and lawyers.

It is well that this happens early in a Presidential election year, for politicians will not be disposed to put off a consideration of the question. Too many of them want to use radio and television for campaigning and will wish their status clarified before mid-summer, when the campaigns begin to take serious shape.

Campaigning, it must be added, is done in many ways—including performances at House committee sessions. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard at work, especially if the work might commend them to voters in the radio and television audience.

It seems to us that the stage here is favorably set for a consideration of a change in the House rules, or, to speak more precisely, an expansion of the rules to accommodate radio and television coverage.

Indeed a change in rules is absolutely necessary. Speaker Rayburn, who is among the least vacillating men in Washington, may be expected to adhere to his present interpretation as long as the present rules are in effect.

The problem, then, resolves itself into that of determining how great a change can be made. At this moment, we venture to suggest, the most that can be hoped for would be a rule giving House committees the authority to decide for themselves whether to permit broadcasting. These decisions should be made by majority vote within the committees, a procedure that would be founded on precedent in other matters.

Though such an arrangement would not represent an attainment of full equality for radio and television among the news media, it would be a very definite short-term gain and one deserving of the best efforts to get it.

The great goal of the future, of course, must be the admission of radio and television to all public meetings of the Congress, on a basis of equal access with the press. What this would mean would be, in the truest sense, the admission of the public to public meetings, on a scale made possible only by the miracles of radio and television.

In the heated debate over the remaking of the House rules one may expect to hear repeated many of the shopworn arguments about television's violation of witness' rights and its mechanical obtrusiveness.

Within the past month the New York State Bar Assn. and the policy makers of the American Bar Assn. have adopted anti-television resolutions making much of these points.

In both cases the voices of uninformed conservatism drowned out the voices of enlightened progressiveness. The same thing could happen in Congress if and when it comes to grips with the probelm of establishing broadcasting rights.

Already Rep. John Rankin (D-Miss.), possibly the least advanced thinker on the Hill has announced his opposition to broadcasting. Others of like persuasion may be expected to follow suit.

Fortunately, radio and television have more friendly representatives in Congress. They should be encouraged to state their views and provided with information to support them.

Mr. Rayburn's ban has focused attention on a dispute that has not heretofore commanded enough interest to warrant full-scale consideration by the Congress. This is an opportunity for broadcasters to state their case before an interested audience and if the case is stated as skillfully as it merits, radio and television stand to get recognition as 20th century instruments that a 20th century public can use to inspect the work of Congressmen, including those of 17th century attitudes.

hearings. His personal opinion, he said, was that radio, TV, as well as still photographs while witnesses are testifying, should be prohibited. But, he added, there is no plan for a bar in the upper chamber.

Other comments came thick and fast. Some, like Reps. Paul W. Shafer (R-Mich.), Leslie C. Arends (R-Ill.) and Sen. Homer Ferguson (R-Mich.) charged politics, blaming the Administration for the broadcast blackout.

Others, like Rep. John Rankin (D-Miss.), upheld Rep. Rayburn. The Southerner said: "The chair is entirely right; the rules don't permit it (broadcasts) and I hope the rule will never be changed."

Rep. Rayburn said he was operating under the rules of the House, basing his interpretation on the following:

"The rules of the House are hereby made the rules of its standing committees so far as applicable."

Rep. Martin pointed out another rule says: "It is for the committee to determine, in its discretion, whether the proceedings of the committee shall be open or not."

However, there were few who would contest Speaker Rayburn on the technicality of the rules, an area in which the Texan is an expert.

Immediate effect of the ban was to bar coverage by broadcast media of at least six investigations: Un-American Activities Detroit probe; Ways & Means subcommittee looking into Internal Revenue scandals (King subcommittee), Armed Services group looking into waste in military procurement; Judiciary subcommittee preparing for a probe of the Justice Dept.; Interstate & Foreign Commerce subcommittee studying the plane crashes in Elizabeth, N. J.; an Armed Services subcommittee investigating the Katyn massacres.

### Hearings Not Degraded

Judicial rejection of claims that the Senate Crime Investigating Committee's competence in last spring's hearings was degraded by its telecasts came almost simultaneously with announcement of Speaker Rayburn's radio-TV ban.

Denying an appeal by James J. Moran, former first Deputy Fire Commissioner of New York City, who had been convicted of lying to the Senate Committee, the U. S. Court of Appeals in New York on Tuesday dismissed all five claims which Mr. Moran advanced as grounds for reversal of his perjury conviction. One of the points Mr. Moran had made related to telecasts of the hearing. The court's opinion held:

"Nor was the hearing so lacking in decorum because of the television cameras and photographers that it cannot be regarded as a competent tribunal. Opinions may differ as to whether such procedure is better calculated to achieve publicity for the investigators than to promote their investigation. But on the record before us no facts have been proved which would justify holding that the tribunal was incompetent."

Edward R. Murrow, CBS Radio and TV newsman, leveled guns on the ban in his Tuesday evening radio broadcast. He found "no legal doubt as to the Speaker's right to make such a ruling," but felt it should be appealed to the whole House.

If allowed to stand and "if carried to its ridiculous conclusion," he asserted, the ban on all communications media except "reporters using pencil and paper" might require "that newspapers go back to setting all type by hand, or that reporters should arrive in the committee room equipped with a slab of stone, a chisel and a mallet, as the essential tools of their trade."

In the meantime, DuMont TV Network scheduled Speaker Rayburn's ruling as the subject for discussion on its *Keep Posted* program tomorrow (Tuesday) night (8:30-9 p.m.)

Producers of program have invited CBS President Frank Stanton, NBC President Joseph H. McConnell, ABC President Robert Kintner and Mutual President Frank White to participate in the program as members of the "citizens panel." It was understood that other industry representatives, including trade journal publishers, also were invited to appear.

Shortly after Rep. Rayburn's ban was disclosed, ABC's *News of Tomorrow* program on Monday presented Rep. Martin, House Minority Leader, with his views: "The authority of Speaker Rayburn to ban television and radio broadcasting of committee hearings is questionable. It is what I call a twilight zone case. I believe the jurisdiction rests with the committee involved and its chairman."

CBS Radio's *Peoples Platform* meanwhile planned to air the issue on yesterday's broadcast (Sun., 12 noon-12:30 p.m. EST). Rep. Richard Bolling (D-Mo.) was scheduled to support Speaker Rayburn's ban and Rep. Leslie C. Arends (R-Ill.) was to oppose it.

## SIR GLADWIN FOR TV

### Though Speaker Rayburn Isn't

TELEVISION coverage of high halls of debate, irrespective of the U. S.'s House Speaker Rayburn's now-you-do, now-you-don't, has become part of the diplomat's language in the United Nations Security Council. Sir Gladwin Jebb, Great Britain's delegate, rose in the Security Council meeting in Paris to counter a Soviet attack on Frank P. Graham, former U. S. Senator and former president of the U. of North Carolina.

Sir Gladwin said, in part: ". . . Does Mr. Graham look like a secret agent? I can only say that I am sorry that the absence of television cameras prevented the public from forming its own conclusion on this important point."

Sir Jebb's observations, in view of Soviet Delegate Malik's attack in which he accused Mr. Graham of being "a secret agent of the Pentagon" in Kashmir (Mr. Graham was UN mediator there), were noted by a Greensboro, N. C., paper and presented in the Senate last week by Sen. Wayne Morse (R-Ore.).

Statements, protesting the interpretation of House rules, came from networks, the Radio-TV Correspondents Assn. and the National Assn. of Radio News Directors. Excerpts follow:

**Frank Stanton, CBS president:**—The American public will be deprived of an opportunity for accurate and first-hand reporting of Congressional hearings if the present ban . . . is continued.

There is no justifiable basis for barring radio and television from committee hearings which are otherwise open to the public and where facilities for broadcasting can be provided without interfering with the conduct of the proceedings. . . .

There can be no argument that a means of reporting where tones of voice and facial expressions and mannerisms are conveyed often adds meaning to the spoken word. The argument that broadcasting or televising of committee hearings tends to encourage a "spectacle" rather than an honest search for facts is a slander on the motives of the great majority of our elected representatives and is based on the assumption that the American people cannot recognize insincerity and irrelevancies. . . .

**Thomas Velotta, vice president in charge of news and special events of ABC:**—We feel that such a ruling is not in the best interest of service to the public. The responsible broadcaster and telecaster has fully proved that his only purpose in broadcasting or televising such proceedings is to amplify the knowledge of the American citizen concerning the actions of his representatives in Washington.

**Chris J. Witting, director of the DuMont Television Network:**—Television has covered Congressional committee hearings and given impetus to the cause of a well-informed citizenry. It is the public which will suffer most by the Speaker's ruling, which is a serious blow to electronic journalism.

The impact and significance of this one-man edict could very well arouse to action those who are interested in good government and in keeping open all of the channels of communication.

**Jim Bormann, president, National Assn. of Radio News Directors:**—NARND seriously concerned by your interpretation of House rules affecting radio and TV coverage of official activities in House and in House committees. In view of constitutional guarantee of people's right to know, we submit there is no question whether authority exists to permit radio and TV broadcasts of this nature but rather question whether they can be prohibited.

If uncertainty exists on this point then House surely will want to spell out clearly its rules in accordance with constitutional provisions for free speech.

**Radio-TV Correspondents Assn.** (to Speaker Rayburn):—We feel strongly that this is discrimination against two of the major media for news dissemination. Newspapermen cover committee sessions with pencils and copy paper. We use the microphone, the camera, tape recordings, and film. Your ruling deprives us of the full use of the tools of our trade.

We submit that radio and television reporting is the most accurate possible. We use excerpts of actual questions by committee members and answers by witnesses. These reach millions of American listeners and viewers not only in actual voice, but in the exact phrasing as official as the printed committee record. Daily newspaper circulation amounts to 54 million. Presently there are over 105 million radio sets and more than 15 million television sets in use throughout the country. This is the size of the audience deprived by your decision of full access to the news developed by your committees . . .

Others who commented included Ben Chatfield, WMAZ Macon, and former president of NARND; John S. Hayes, WTOP-AM-FM-TV Washington; Ben Strouse, WWDC-AM-FM Washington, and Paul Godofosky, WHLI Hempstead, L. I.

## FCC NAMES TWO

### Powell, Kessler Promoted

APPOINTMENTS of Walter R. (Bucky) Powell to be chief of the Renewal & Transfer Division, Broadcasting Bureau, and of Sylvia D. Kessler to be chief of the Office of Opinions & Review, were announced by FCC last week. Both appointments were unanimous.

Mr. Powell steps into the job vacated by Dwight Doty, who resigned in January to join Haley, McKenna & Wilkinson [B•T, Jan. 21]. Mr. Powell was born in Washington in 1912, was graduated from Centre College, Ky., in 1935, got his law degrees in Washington, D. C., law schools in the next five years.

Mr. Powell

He joined Anti-Trust Division of the Justice Dept. in 1939 and the FCC in 1946. Since 1948, Mr. Powell has been chief of the Transfer Branch (later Transfer Division), which handles all applications for sales or transfers of stations. During World War II he served as a lieutenant commander in the Navy (1942-46).

### Native of District

Miss Kessler succeeds Parker D. Hancock, who left the Commission to join Hogan & Hartson last year. Miss Kessler was born in Washington in 1915, got her law degree in 1936 from Southeastern U. She joined FCC in 1943 after being associated with a local law firm and engaging in private practice in Washington. She served as special assistant to the late Comr. Ray C. Wakefield and later in the Common Carrier and Broadcast branches of the Law Dept.

Miss Kessler

Since 1947, Miss Kessler has been one of the special group of attorneys whose primary function is drafting for Commission approval final decisions in hearing cases.

Filing of the two positions still leaves two vacancies, both legal. One is that of assistant general counsel, formerly held by Max Goldman who resigned early in February to become director of the Office of Industrial Tax Exemptions in Puerto Rico [B•T, Feb. 11]. The other is that of general attorney in the general counsel's office, formerly held by George MacClain, who resigned last month to become assistant general counsel of the National Security Resources Board [B•T, Feb. 11].

# SPOT IN JAN.

## BAB Reports Its Spread

MORE national and regional advertisers use spot radio during a month than any other medium, Broadcast Advertising Bureau stated last week in a report on a BAB survey which showed more than 1,100 national and regional accounts buying spot radio in January. Survey was based on reports submitted by most of the major national radio station representatives, BAB said.

Other facts about spot radio released by BAB included:

On a national basis, spot radio is a more important medium than outdoor advertising, with estimated 1951 spot billings of $135 million against outdoor's national billings of $101 million.

Leading spot advertisers include Best Foods, Block Drug, Borden Co., Colgate-Palmolive-Peet, General Foods, Lever Bros., Procter & Gamble, Standard Brands, Vick Chemical and Whitehall Pharmacal.

In number of accounts using spot radio, food advertising is the largest category, with 288 food companies using spot in January. Drugs and cosmetics ranked second, with 129 active accounts; brewers were third with 58 and soaps and cleansers fourth with 51. Automotive advertising, with nearly all auto manufacturers using spot in January; religious advertising with 24 active accounts; telephone, petroleum, animal feeds, transportation, candy and tobacco advertising also were strong spot users in January, when the medium was used for a wide variety of products ranging from circuses to tombstones.

Demand for one-minute periods is the present strongest trend, according to station representatives, although more advertisers are buying programs than last year. The demand for morning time far exceeds the amount available.

Describing the BAB report on spot as "no more than a preliminary peek at this much underpublicized medium," BAB President W. B. Ryan cited the more than 1,100 January spot accounts "proof of the tremendous vitality of that medium." He noted that spot has grown to five times its prewar volume, although so little is known about it that no one will attempt to estimate accurately who the top 10 advertisers are or what their approximate billing are.

## NBC Honored

AN AWARD for "outstanding service to the cause of national defense" was presented to NBC by the Armed Forces Reserve Officers Assn. in a special radio broadcast Feb. 23 in observance of National Defense Week. John K. West, vice president in charge of NBC Western Division, accepted the award from Lt. Gen. Charles L. Bolte, Army deputy chief of staff.

**WTTM Trenton, N. J., presented its advertisers duplicates of the awards it received from BAB's "Radio Gets Results" contest. WTTM received honors in seven categories, more than any other station in the country [B•T, Dec. 17, 1951]. At dinner Feb. 18 were (l to r) Hubert F. Johnson, Johnson Agency, representing Tattersall Co. (honorable mention, special products); Vic Bodine, adv. mgr., Hurley Tobin Co. (honorable mention, department store); John F. Hardesty, dir., local BAB promotion, and guest speaker; Fred L. Bernstein, WTTM station manager; Armando Conti, pres., Trenton Beverage Co. (1st prize, food and drugs); Mayor Donal J. Connolly of Trenton; S. Carl Mark, WTTM gen. mgr.; George Volk, Volk Motors (honorable mention, automotive); Howard Carr, mgr., J. B. Van Sciver Co. (honorable mention, home furnishings); Joseph Mayfer, mgr., National Shoes Stores (honorable mention, clothing), and Robert McPherson, mgr., Hotel Hildebrecht (third prize, specialized service).**

**FORMAL presentation of a plaque from Broadcast Adv. Bureau was made to George B. Pitts Jr. (second from l), president, George B. Pitts Co., Jamestown, N. Y., home and garden store. Mr. Pitts won first place in the home products div. of the first annual BAB "Radio Gets Results" contest. Firm was chosen from 269 entries from 34 states. L to r are Simon Goldman, general manager, WJTN-AM-FM Jamestown; Mr. Pitts; Walter Carlson, Pitts account executive at WJTN, and Joyce Smith, Pitts advertising manager.**

**BAB's second-prize is presented by KTUL Tulsa to Clarke's Good Clothes for *Tomorrow's News Tonight* which has been renewed for the 15th consecutive year because it gets results. At presentation are (l to r): George Ketcham, KTUL promotion manager; Viola Noble, Clarke's advertising manager; Harry Clarke, owner of firm, and KTUL Newscaster Ed Neibling, who airs show.**

## NBC Sales

*(Continued from page 29)*

the world increased. Among other activities abroad: Sale of a medium-wave broadcast transmitter to the Voice of America for use on the *USS Courier*; completion of a 1,000-mile communication system for the trans-Arabian pipeline; sale of "a large number" of complete mobile transmitting and receiving stations to the Indonesian government.

● Record sales increased, and "long-range success of the 45-rpm is now assured."

● In addition to development of such devices as a 50-pound "walkie-lookie" portable TV transmitter, an electron microscope and a super-electronic computer built in cooperation with the Navy, RCA engineered transistors—tiny germanium crystal devices "which will eventually replace certain types of electron tubes"—in preparation for "pilot plant" production.

### Added Ten Stations

The report on NBC's activities noted that the radio network added 10 affiliates in 1951, bringing the total to 190 stations including six owned by NBC, while NBC-TV had 64 affiliates (one in every TV market) counting five network-owned TV stations. NBC also owns six FM stations. New studio space was acquired in both New York and on the West Coast in 1951 and 40 acres of land were purchased in Burbank, Calif., for future use.

In a review of NBC programming in the fields of news, sports, symphonic and other music, education and religion, it was brought out that President Truman was heard 22 times on NBC radio and seen 12 times on NBC-TV in 1951. Additionally, eight Cabinet members, 59 Senators and 67 members of the House of Representatives used NBC radio facilities, while 11 Cabinet members, 44 Senators and 18 Representatives appeared on NBC-TV.

NBC not only put into effect its own revised standards of program practices, but also subscribed to the code adopted subsequently by NARTB and instituted "a program of rigorous self-discipline."

### Tandem Plan a Success

In the sales field, it was noted that NBC's radio Tandem Plan of multiple sponsorship "proved a success," while two new sales concepts—the Guaranteed Attention Plan and the Market-Basket Merchandising Plan—were announced, and the Minute Man Plan of allowing affiliates to sell local announcements on certain network shows was inaugurated. Additionally, NBC set up a nation-wide merchandising service.

NBC personnel reached a total of more than 4,000 regular employes in 1951—a gain of 500 during the year—while RCA's overall employment attained a total of 57,657 at the end of 1951.

## RCA PROMOTIONS

### DuBois, Others Named

APPOINTMENT of Russell C. Dubois Jr. as sales manager for RCA mobile and microwave communications equipment was one of several announced last week by A. R. Hopkins, general sales manager of RCA Engineering Products Dept.

Mr. Dubois

Four communication field representatives also were promoted to be district supervisors: H. G. Boyle, for the eastern region; O. H. Mackley, southwestern region; F. C. Gusler, central region; and S. J. Coombs, western region.

Two communications field sales representatives in the southwestern region were transferred to the home offices in Camden. D. B. McKey, also southern supervisor of microwave equipment, was named field sales coordinator for microwave equipment, and A. Fischer was assigned to coordinate field sales for mobile communications equipment.

Mr. Dubois has been field sales coordinator for mobile communications since 1950 and, in his new position, succeeds Dana Pratt, who has become product manager for RCA broadcast transmitters. Previously, Mr. Dubois served as a sales engineer for RCA broadcast and TV equipment and the RCA tube department, having joined the company in 1946 after serving as a lieutenant in the Navy.

## CAPEHART PLAN

### Hearings Set March 4

HEARINGS on extension of the Defense Production Act, containing the controversial Capehart cost allowance amendment, will begin March 4.

The Senate Banking & Currency Committee agreed unanimously to hold the hearings through March 21 and report a bill to the Senate floor by March 31. Officials of the Office of Price Stabilization, including Price Chief Ellis Arnall, will be heard first.

President Truman has requested repeal of the cost formula, authored by Sen. Homer Capehart (R-Ind.), which provides that manufacturers may compute additional costs for advertising, selling, administration and research incurred from the start of the Korean war to July 26, 1951. Mr. Truman also has asked Congress to curb consumer credit on radio-TV set installment purchases [B•T, Feb. 18].

While Congress marked time on economic controls, Mr. Arnall promised to lift ceilings on some soft goods (not radio-TV receivers) "as fast as it can be done" effectively. No widespread decontrol action is planned in the near future, Mr. Arnall stated on NBC-TV's Feb. 24 *Meet the Press.*

*Completing CVBA organization are (seated, l to r) T. G. Heinrichs, KWSO general manager; Messrs. Hofer and McMillen; standing (l to r) are Mr. Baker and Herbert Brown, KCVR manager.*

## FTC REPORT

### Wants 'Teeth' Put In Cease Orders

MARKED dissatisfaction with lack of authority inherent in its cease and desist procedure for advertising misrepresentations was voiced to Congress last week by the Federal Trade Commission.

In its annual report to Capitol Hill, the commission asked Congress to amend Sec. 11 of the Clayton Anti-Trust Act and "put teeth" in such orders commensurate with the "finality" and penalty provisions for other orders under the FTC Act.

**60 Day Limit**

FTC urged that cease and desist directives become "final" 60 days after being served on the respondent unless court review is sought within that time. In case of review, FTC held the order should become final after affirmance by a U. S. Court of Appeals or Supreme Court.

Under present procedure, it was explained, the commission must prove one violation before it can issue an order, another before it can secure a court order and still another before it can subject the violator to penalty. Thus, inquiries and hearings may drag on for years before effective enforcement is obtained, it was pointed out.

"The glaring defect in the present law is that a Clayton Act order of the commission has no force or effect without subsequent court enforcement," FTC held. "To make matters worse, the statute limits the commission's right to seek such enforcement."

While the commission made no official mention in the annual report, it was presumed that it had in mind a number of cases involving cease and desist orders served on medicinal, tobacco and other firms for alleged false claims in broadcast and published advertising. In some instances, the alleged violations were continued pending the outcome of court appeals and the finality of FTC's decision.

As FTC put it: ". . . If the respondent still persists in flouting the law, and a third violation is proved, he becomes subject to a penalty for the first time."

The report, which covered the fiscal year ended June 30, 1951, also included a compilation of complaints on advertising lodged with FTC's Division of Investigation. Its Bureau of Antideceptive Practices disposed of 2,324 out of 2,524 complaints alleging false advertising or other unfair practices.

The bureau's staff examined 344,522 commercial radio and 31,174 TV continuities during the year ended last June. Of these, 9,869 broadcast and 1,323 telecast advertisements were "marked as containing possibly false representations," FTC said.

By comparison, the staff set aside for further study 17,326 published advertisements out of 323,120 newspaper and magazine ads examined in the continuous survey.

The commission received 12 petitions for review of cease and desist orders which went to the courts and 10 of the decisions were favorable to FTC. Of the 10, one petition was dismissed, five others affirmed without change and four affirmed with modification.

## Jaime Yankelevich

JAIME YANKELEVICH, 58, pioneer Argentine broadcaster, died Feb. 25 in Buenos Aires after a long illness. He was noted for having given Señora Evita Peron her first chance as a radio singer. He became director of all Argentina's broadcasting facilities after Señor Peron came to power. Last October, the Argentina TV station (LR3-TV) went on the air under his direction. One other TV station is under construction in Buenos Aires, while four others are proposed—in Buenos Aires, Rosario, Cordoba and Mendoza.

## CALIF. VALLEY

### Station Group Forms

FORMATION of California Valley Broadcasters Assn. was announced last week. New organization is composed of KCVR Lodi, KTUR Turlock, KRDU Dinuba and KWSO Wasco, all Calif.

Egon Hofer, KRDU manager, was elected president. H. A. McMillen, KTUR manager, was named secretary. Group is represented by Luther G. Baker, San Francisco. Stations are located in the San Joaquin and Sacramento Valleys.

## FAIR TRADE LAWS

### Restoration Sought

A MOVEMENT for restoration of "fair trade" laws in 45 states permitting manufacturers and retailers to fix minimum prices on "name brand" goods was gathering momentum in Congress last week.

Legislation was approved by the House Interstate & Foreign Commerce Committee and a House Judiciary subcommittee to lay the ground work for repeal of a Supreme Court decision of May 1951. If passed by Congress, it would mean that contracts would be binding on non-signers of such agreements.

Basis for Congressional concern was the epidemic of price wars in New York and other large cities last year involving sale of a number of consumer appliances in department stores.

The House Commerce Committee reportedly was "heavily in favor" of the legislation, while the Judiciary subcommittee vote was not revealed. Rep. Emanuel Celler (D-N. Y.) heads up both the subcommittee and full committee.

During hearings on the bills (HR 4592, 5767), the Justice and Commerce Depts., registered opposing views of proposed fair trade laws. Commerce officials testified the laws are needed to protect the retailers and small business. The Justice Dept. claimed price-fixing, as envisioned in bills reported out by the House groups, would open the door to conspiracies and boost consumer prices.

## AID FOR KWTO

### Fire Brings Help Offers

KWTO Springfield, Mo., resumed operation only six days after fire gutted its transmitting plant [B•T, Feb. 25] and Ralph D. Foster, president-general manager, credits the "marvelous cooperation of employes and fellow broadcasters."

A new RCA transmitter has been ordered. Meanwhile, KWTO is operating with a plant obtained from the State of Missouri. Temporary building was begun the day after the fire and a permanent structure is planned soon.

Mr. Foster said it was heartening for so many broadcasters to offer help. Among first to send messages were Joe Hartenbower, KCMO Kansas City, Mo.; Robert Neathery, KWPM West Plains, Mo.; Storm Whaley, KUOA Siloam Springs, Ark.; Wayne Cribb, KHMO Hannibal, Mo.; L. C. McKenny and Richard Hainline, KICK Springfield, Mo., and Pearson Ward, KTTS Springfield, Mo. KICK and KTTS offered air facilities for KWTO's use in addition to other assistance.

*KWTO transmitter building looked like this after fire.*

*Flames light the sky and shrivel nearby palm trees as they sweep through KILA buildings.*

## KILA RETURNS TO AIR

### After Flames Raze Station

KILA Hilo, Hawaii, returned to the air Feb. 26, only 10 days after a fire which destroyed everything from transmitter to transcriptions, leaving only the station's tower intact.

Fin Hollinger, manager, Inter-Island Network, gave credit for the station's rapid return to the air to John Sanders, Inter-Island Network chief engineer; John D. Keating, owner, and James Jaeger, KILA manager.

Also of major assistance, said Mr. Hollinger, was the neighborly offer of an AM applicant, the Windward Oahu Broadcasting Co., which helped out with a 1-kw transmitter on a 90-day rental basis, and Hilo's CBS affiliate, KHBC, which carried KILA's MBS programs without interruption during the 10-day period.

## IVOR KENWAY FORMED

### Sales Development Firm

FORMATION of Ivor Kenway Associates, new company to specialize in sales development for manufacturers located in Connecticut and Western Massachusetts, was announced by Mr. Kenway last week.

Mr. Kenway simultaneously announced his resignation from Grey Adv. Agency, New York, to have been effective last Saturday.

Prior to his association with Grey Adv., he was a vice president of ABC, and, before that, advertising manager of Devoe & Raynolds Paint Co.

Ivor Kenway Assoc. will maintain offices at 62 West Putnam Ave., Greenwich, Conn.

## SALARY PAYMENTS

### Advisory Panel Expands

INDUSTRY panel, named to advise the Salary Stabilization Board in its consideration of over-scale talent payments, has been increased to include non-broadcasting interests which also deal with high salaried performers, producers and directors, it was indicated in New York last week after the expanded group held its first meeting Monday.

New members attending the meeting were Adrian McCalman, representing the Agents and Managers Guild, Irving Sulz of the National Society of Television Producers, August Nelson of the American Assn. of Advertising Agencies, Ed Wilson of J. Walter Thompson Co., and David Wood, assistant to Joseph Cooper, SSB executive director.

Panel had previously been named by SSB Chairman Justin Miller [B•T, Feb. 11] to include representatives of NBC, CBS, ABC, Du Mont, WGAL-TV Lancaster, Pa., and WCAU-TV Philadelphia. At their first meeting, these members sought a more representative panel and suggested it include agents, agencies and non-union talent representatives [B•T, Feb. 18]. Clair McCollough, WGAL-TV, who was absent from the first session, attended last Monday's meeting.

Next meeting of the group, at which specific salary control suggestions will be considered, is scheduled for New York, March 18.

## Plan Movie Version

CBS RADIO Correspondent Eric Sevareid's account of a trek through the Burma jungle in 1943, after he and 19 other men bailed out of a plane, will be the basis of a motion picture which 20th Century-Fox Film Corp. plans to start filming in November, it was announced last week. The group's jungle march was reported by Mr. Sevareid at the time via broadcasts picked up by a plane overhead and relayed to CBS Radio and later was recounted in a chapter of his wartime book, *Not So Wild a Dream*, which will provide the basis of the motion picture story to be called *Naga Headhunters*.

## New Nielsen Subscribers

A. C. NIELSEN Co. Chicago, last week reported five new subscribers to its radio and TV index services. They are Ford Foundation, for both radio and TV ratings; ABC-TV marketing service-WJZ-TV New York, New York TV ratings; Arthur Meyerhoff Agency, Chicago, radio ratings, and Carter Products, complete television index service.

ALL PREVIOUS sales records for national spot business during February were broken last month at WHIM Providence, R. I. Sales department reported extraordinary activity in the automobile and appliance fields.

## WMAL-AM-FM-TV

### Creates Separate Sales Staff

SEPARATION of sales staff at WMAL-AM-FM-TV Washington with appointment of sales managers for radio and television, was announced last Thursday by Kenneth H. Berkeley, general manager of *The Evening Star* station.

Mr. Berkeley announced the appointment of William Decker and George Griesbauer as sales manager of TV and radio, respectively. Both will report to Ben B. Bayle Jr., assistant general manager and director of sales for WMAL-AM-FM-TV. Mr. Griesbauer joins *The Evening Star* radio outlet from the sales department of WNBW (TV) NBC Washington.

Mr. Decker will be assisted in TV sales by Robert Livingston. Serving under Mr. Griesbauer in radio sales will be Charles Tapp and Jack Neff. A similar split already has been effected for WMAL radio and TV program operations.

## OFFENSIVE SHOWS

### Rees Seeks Probe

A SECOND resolution calling for a House select committee to investigate "offensive and undesirable books and radio and television programs" has been introduced in the lower chamber.

H Res 541, which would set up a nine-man committee appointed by the Speaker, was dropped in the hopper last Wednesday by Rep. Edward H. Rees (R-Kans).

It followed by a few weeks similar legislation introduced by Rep. E. C. Gathings (D-Ark.) [B•T, Feb. 11].

Portion of bill dealing with broadcast media points out the probe would determine "the adequacy of existing law to eliminate offensive and undesirable radio and television programs and promote higher standards for such programs. . . ."

It was referred to the House Rules Committee.

## upcoming

**Mar. 3-6:** Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginian Hotel, Bluefield, W. Va.

Mar. 17 - 18: Arkansas Broadcasters Assn., annual spring meeting, Marion Hotel, Little Rock.

**Mar. 17-20:** National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

**Mar. 19-21:** Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

**Mar. 21-22:** Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 21-22: Canadian Broadcasting Corp., Board of Governors meeting, CBC headquarters, Toronto.

**Mar. 22-April 6:** Chicago International Trade Fair, Navy Pier, Chicago.

**Mar. 24-27:** Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

## "Have you seen our ad in this issue?"

If he had told his story over WAVE, he would probably have gotten her — *and 999 other impressions, too — for only 37¢!*

People hear WAVE radio in the kitchen, the bedroom, the automobile — in *many* places you can't see either television or newspapers. Want complete statistics?

*Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.*

**WAVE**

**LOUISVILLE**

**5000 WATTS • NBC •**

Free & Peters, Inc., *Exclusive National Representatives*

# WLAW

BOSTON—LAWRENCE

# 50,000 WATTS

on

# 680 KC—ABC

ANNOUNCES THE APPOINTMENT OF

# THE O. L. TAYLOR CO.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

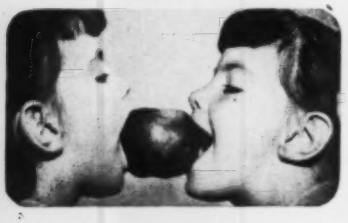
EFFECTIVE **MARCH 1ST**

# WLAW

STUDIOS AND OFFICES:
HOTEL BRADFORD—BOSTON
ADDITIONAL STUDIOS—LAWRENCE
WILLIAM A. RIPLE, *General Manager*

For ears that cuddle closer
And folks who can't say "no sir". . .

Programs that really do you good;
Pick a station that's a honey



And you'll make a lot more money!
In Greater Grand Rapids, it's WOOD!

Is WOOD a real buy?
Call Katz and see why!

*In Greater Grand Rapids . . . the most ears are WOODpecked*

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

*For the best earful in Greater Grand Rapids . . .*

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV
GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.


## HOFFMAN PLAN

### Requires Applicant Bond

A CONGRESSMAN-station owner and operator is out to help the "little fellow" in the broadcast business. And Rep. Richard W. Hoffman (R-Ill.), owner-operator of WHFC WEHS (FM) Cicero, Ill., is in a position to make his proposal stick.

The legislator is a member of the House Interstate & Foreign Commerce Committee. That group is currently approaching the stage where it can clear for House action the Senate-passed McFarland Bill (S 658) [B•T, Feb. 25]. Measure would re-align the procedures of the FCC by amending the Communications Act.

At the same time, it was learned last week that the committee has reached a tentative agreement to hold daily sessions on the bill until the measure is approved.

Rep. Hoffman's proposed amendment to the bill has not come up in committee yet. But he assured BROADCASTING • TELECASTING last week it will.

This is what the amendment would provide: Posting of bond with FCC by an applicant for a construction permit for frequency already in use by a licensee. In event the application is denied, dismissed or withdrawn, the applicant would be required to pay all "reasonable expenses" including attorney and engineer fees incurred by the licensee of that frequency.

Should the applicant contesting the licensee prove he can do a better job in the public interest, he would not be required to pay costs of the licensee. Procedure would be similar to that of a court case where the plaintiff incurs court costs when he loses a suit but does not pay costs when he wins a suit.

Rep. Hoffman explains that such a provision would help deplete "99% of broadcaster complaints" which Congressmen receive.

## KLEE ASSIGNMENT

### Asked of FCC

APPLICATION for assignment of license of KLEE Houston, Tex., from executors of the estate of the late W. Albert Lee to Trinity Broadcasting Corp (KLIF), Dallas was filed last week with the FCC [B•T, Feb. 4].

Trinity (owned by Barton R. and Gordon McLendon, owners of the Liberty Broadcasting System) takes control of the station under a lease-option agreement if FCC approves sale. The McLendons also own KELP El Paso.

Terms are a lease of $30,000 a year for property rental with an option to buy the station at the end of five years for $110,000.

Assets of Trinity were listed as $188,035.72, with a surplus of $18,515.77. Net income after taxes for 1951 were given as $22,519.54.

Executors of Mr. Lee's estate are Mrs. Hallie Lee, Mrs. Mary Alice Rosenberg, Lester E. Rosenberg and Lowell C. Clark.

**NATIONAL NIELSEN RATINGS**
**TOP RADIO PROGRAMS**

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

**REGULAR WEEK, JANUARY 20-26, 1952**
**NIELSEN-RATING***

| Current Rank | Program | Current Rating Homes % |
|---|---|---|
| **Evening, Once-a-Week** | | |
| | (Average for all Programs) | (7.4) |
| 1 | Jack Benny (CBS) | 15.8 |
| 2 | Amos 'n' Andy (CBS) | 14.9 |
| 3 | Lux Radio Theatre (CBS) | 14.8 |
| 4 | Charlie McCarthy Show (CBS) | 13.1 |
| 5 | People Are Funny (CBS) | 13.0 |
| 6 | Suspense (CBS) | 12.0 |
| 7 | Our Miss Brooks (CBS) | 11.3 |
| 8 | Arthur Godfrey's Scouts (CBS) | 10.9 |
| 9 | Bob Hawk (CBS) | 10.8 |
| 10 | Fibber McGee & Molly (NBC) | 10.7 |
| **Evening, Multi-Weekly** | | |
| | (Average for all Programs) | (4.8) |
| 1 | Beulah (CBS) | 7.6 |
| 2 | One Man's Family (NBC) | 7.5 |
| 3 | News of the World (NBC) | 7.4 |
| **Weekday (Average for all Programs)** | | (4.9) |
| 1 | Arthur Godfrey (Liggett & Myers) (CBS) | 10.2 |
| 2 | Our Gal, Sunday (CBS) | 8.8 |
| 3 | Arthur Godfrey (Nabisco) (CBS) | 8.8 |
| 4 | Romance of Helen Trent (CBS) | 8.3 |
| 5 | Arthur Godfrey (Pillsbury) (CBS) | 8.1 |
| 6 | Ma Perkins (CBS) | 8.0 |
| 7 | Aunt Jenny (CBS) | 7.8 |
| 8 | Big Sister (CBS) | 7.8 |
| 9 | Wendy Warren and the News (CBS) | 7.7 |
| 10 | Perry Mason (CBS) | 7.3 |
| **Day, Sunday (Average for all Programs)** | | (3.0) |
| 1 | True Detective Mysteries (MBS) | 7.2 |
| 2 | Shadow, The (MBS) | 6.5 |
| 3 | Martin Kane, Private Eye (NBC) | 4.8 |
| **Day, Saturday** | | |
| | (Average for all Programs) | (3.9) |
| 1 | Grand Central Station (CBS) | 7.9 |
| 2 | Theatre of Today (CBS) | 7.8 |
| 3 | It Happens Every Day (CBS) | 7.2 |

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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## RADIO 'BEST BUY'

### Tarzian Tells Chicago Group

RADIO is still the best buy costwise of any advertising medium and its recent problems have been caused by industry management "not charging a fair price and not giving good service."

This was the assertion of Sarkes Tarzian, owner of WTTS and WTTV (TV) Bloomington, Ind., as he spoke Wednesday to members of the Chicago Radio Management Club and the Chicago Television Council.

Mr. Tarzian, decrying the "Macy-Gimbel approach" of the radio industry, asked management to stop deteriorating radio's services and making a short-sighted policy.

"We shouldn't hand out bargains and should start handing out the services which no other medium can give today. We would all be better off," he said.

Contrasting results in his own city of 30,000, he said the 5-kw WTTS covers 15 counties and is operated by 20 persons. The local newspaper, he said, serves one county and employs 80 persons.

In addition to the cost factor, people listen to radio a "lot longer" than they read the paper. He refuted charges of too much commercial time on the air, saying total sponsored time averages from 6 to 10%, contrasted with more than 60% for papers.

## ABC NAMES TWO

### McDaniel, McCarthy Promot

ABC Radio appointments of W liam K. McDaniel as sales manag for the Western Division and C McCarthy as manager of the ne work-owned KGO San Francis [B•T, Feb 25], were announced New York last week [see also A Spot Sales appointment story, pa 66].

Mr. McDaniel, whose appoi ment was to be effective Saturd has been assistant to the TV sa manager of the network's Weste Division after joining ABC Hol wood in 1949. A graduate of Dr U., he first became associated wi broadcasting as an NBC page i 1939, joining Scripps-Howard Rad shortly thereafter as a salesma Next associated with the sales de partment of KMPC Hollywood, h was in military service for tw years during World War II befor returning to that station in 194 remaining there until he joine ABC three years later.

Mr. McCarthy has been in broad casting since 1927 and is identifie by his network as one of the Wes Coast's leading radio executives fo over 20 years. He served as vic president and general manager o KQW (now KCBS) San Francisc for 15 years prior to the station's purchase by CBS. The new man ager of KGO, whose appointmen is effective immediately, also serve for a brief time on NBC's statio relations staff in New York.

## COVINGTON OUTLETS

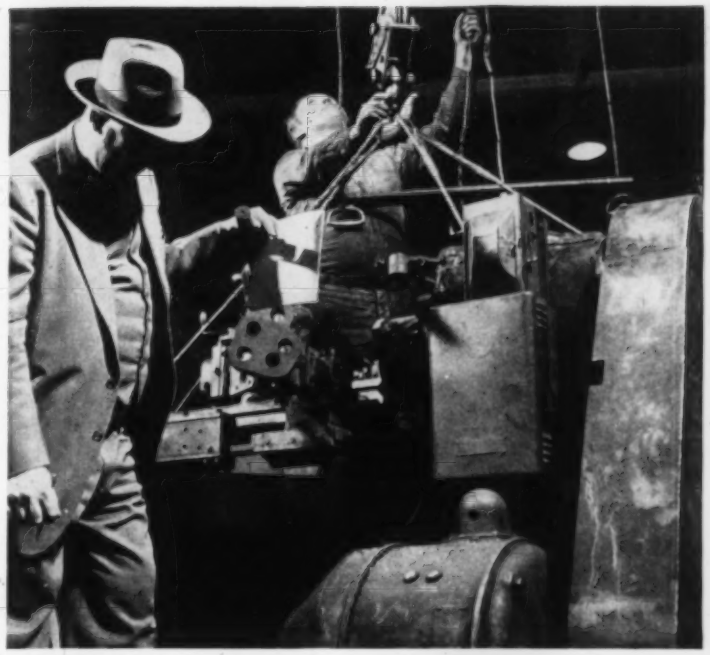
### Three Transfers Sought

APPLICATIONS for the transfe of the Covington radio station from the estate of G. W. (Bill Covington to his heirs is to b filed today with the FCC, it wa announced by Hugh M. Smith general manager of the three Ala bama stations. Mr. Covington die in Chicago in 1949 ([B•T, July 1 1949].

Stations are being transferred t three separate corporations, each of which have the same officers Oscar Covington, Montgomery an Birmingham shoe merchant, presi dent; Miss Clara Covington, vic president; Hugh M. Smith, secre tary-treasurer. Mr. Smith has pur chased stock in the corporations and will continue as general man ager of the group.

The three stations are WCOV AM-FM Montgomery, CBS affiliate 1240 kc with 250 w, to be owned by Capital Brodcasting Co.; WGWC Selma, CBS affiliate on 1340 kc with 250 w, to be owned by Dallas Broadcasters Inc., and WGWD Gadsden, LBS affiliate on 570 kc with 1 kw, daytime, to be owned by Etowah Broadcasters Inc. The Montgomery station is also a TV applicant for that city.

AIR FRANCE announces purchase of more than a half-million dollars in airborne radio equipment from Collins Radio Co. for UHF navigation and instrument landing.

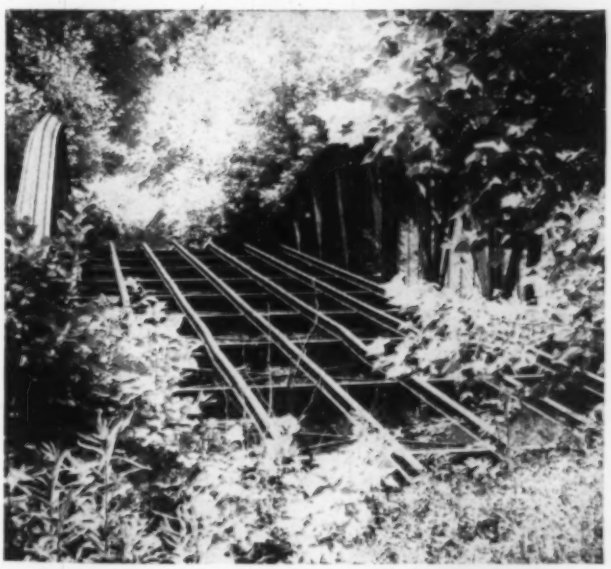


# WHO HAS THE SCRAP?

**1. STEEL MILLS ARE GROWING SO FAST** they will need many millions of extra tons of scrap this year. There are more than 250 companies in the steel industry and practically all of them are expanding. A plentiful supply of steel is important to everybody. Steel for fighting can save lives... Steel for living can mean more homes and home appliances, cars and hundreds of other products that help us live better. Here's how to find scrap:

**2. IN SHOPS AND FACTORIES** there are millions of tons of obsolete machinery, equipment and structures. In this picture an old lathe is being broken up for scrap. Motor will be salvaged . . . Remember — any machine or structure that hasn't paid its way for a year probably should be scrapped.

**3. FARM OWNERS,** alone, could snow us under with old steel. In every county, on nearly every farm, old machinery stands useless... Cash and a great service to your country are the rewards for selling farm scrap.



**4. COUNTIES AND STATES** hoard old bridges (the one left spans Brandywine Creek), road machinery, street car tracks and other rusting junk. Now is the time to cut red tape and sell old steel to make new. Ask your county, town or state officials to start a scrap hunt.

**5. HOW YOU CAN HELP:** If you work in a shop, a factory or on a farm, please help the steel industry increase its scrap supply. Expert advice on best ways of locating and salvaging industrial, farm and government scrap is available from representatives of the Steel Industry Scrap Mobilization Committee located throughout the country. Send for interesting description of the national scrap-hunt. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York and ask for reprint from STEELWAYS Magazine titled, "Clearing the Industrial Attic"... Factual, excellent for schools and discussion groups as well as industrial use.

*Advertisement*

From where I sit
*by* Joe Marsh

## It's Slim's For An "Honest" Meal

Most people thought Slim Benson would probably go broke when he first started his system of letting customers figure out their own checks over at his big diner on the highway.

*Slim trusts them to pay for as much as they eat—you simply tell Sally, his cashier, the amount of your bill. It works, too. Take the other day when Buck Harris went and told Sally his bill was 35¢.*

Now I was right there with Buck and I *knew* all he had was coffee and pie which comes to a quarter. "How come thirty-five cents?" I asked Buck. "Had an extra cup of java the other day, Joe, and forgot all about it—'til now," he says.

*From where I sit, most people are basically honest—and that goes for their opinions, too, even though they may be different than our own. I like a glass of beer with my dinner; you may prefer something else . . . but we all ought to be allowed to "figure it out" ourselves.*

Joe Marsh

*Copyright, 1952, United States Brewers Foundation*

# REGIONAL GROUP

### Wyo. Network Formed

WILLIAM GROVE, president and general manager of KFBC Cheyenne, Wyo., has announced the formation of the Wyoming Cowboy Network, a new seven-station regional network assuring low-cost almost complete radio coverage for Wyoming. Stations are: KFBC Cheyenne, KRAL Rawlins, KGOS Torrington, KWRL Riverton, KWOR Worland, KODI Cody, all Wyo., and KSID Sidney, Neb. All stations are ABC affiliates.

Mr. Flynn

Joseph Hershey McGillvra Inc. will represent the network. Frank Flynn of the KFBC staff will serve as sales manager of the new group. According to Mr. Flynn, the network will enable advertisers to reach a rich and untapped market in the coverage area economically and as one complete package buy.

Another advantage the new group claims, Mr. Flynn stated, is "since all stations in the group are ABC line-connected, Wyoming Cowboy Network spot and program availabilities are uniform and are cleared for the same time with the same adjacencies over the entire net and are fed out of Cheyenne."

Cost of a one minute or chain-break announcement over the entire seven station hookup starts at $12 for daytime and $18 for nighttime announcements, less frequency discounts.

# STAY ORDER DENIED

### Court Refuses WMEX Request

STAY ORDER, requested by WMEX Boston against FCC program test authority to WHIL Medford, Mass., was refused by the U. S. Court of Appeals in Washington Feb. 21. The Court said it found that no "irreparable injury" was being done to the Boston station by the continuance of WHIL transmissions.

The Court also ordered that briefs arguing for an injunction be filed with it by March 10. Oral argument will be set after that.

Court action last week was outgrowth of the complaint by WMEX on 1510 kc with 5 kw that the 25 mv/m contour of WHIL on 1540 kc with 250 w daytime overlaps its 25 mv/m contour and thus is contrary to the FCC rule prohibiting such overlap when stations are less than 40 kc apart. The conflict was argued before the FCC en banc two weeks ago with WHIL averring that no overlap has occurred. The Commission refused WMEX's petition for revocation of the program authority and for a hearing on WHIL's application for a license [AT DEADLINE, Feb. 18].

## Station Saves Day

ARMY brass paid its respects to radio in Henderson, Ky., after WSON there came to the aid of the 101st Airborne Division stationed at Camp Breckenridge. The Army called for hurried assistance in locating a box of poisonous insecticide which dropped off an Army truck. Max Cockley of WSON aired the announcement immediately and within an hour the box was found. Maj. Gen. Ray E. Porter, commander at the post, expressed his gratitude to the station "for the excellent manner in which this emergency was handled," adding that he could only hazard a guess as to what might have happened if the poisonous grain had been mistaken for feed and given to livestock.

# EXECUTIVES CLUB

### Officers Are Announced

HOLLYWOOD Executives Club, limiting membership to 55 from radio, TV, recording and advertising agencies and recently organized, will hold its first semi-monthly meeting at the Vine St. Brown Derby next Thursday noon.

John K. West, NBC Western Division vice president, is club president. Willet H. Brown, president of Don Lee Broadcasting System; Glenn Wallichs, president of Capitol Records Inc., and Neil Reagan, Hollywood manager of McCann-Erickson Inc. are vice presidents.

Other officers include George Hussey, head of agency bearing his name, secretary; Cy Pearson, manager, Hollywood branch, California Bank, treasurer; Martin Gang, partner in law firm of Gang, Kopp & Tyre, counsel, and Jack Hellman, *Variety*, historian.

Board of directors include Harry S. Ackerman, CBS-TV Hollywood vice president in charge of network programs; Walter Bunker, vice president Young & Rubicam; Sam Fuller, NBC-TV network producer; Tom McCray, NBC Western Division director of radio network operations; Hal Maag, western division vice president, RCA Victor; Harry Maizlish, president-general manager, KFWB; Frank Mullen, Henry Ginsberg and Sidney Strotz, TV consultants; Ed Nassour, vice president Nassour Productions; William Phillipson, director, ABC Western Division operations; Robert O. Reynolds, vice president and general manager, KMPC; Joe Rines, TV producer; Frank Samuels, manager, radio-TV department, William Morris Agency; Robert D. Wolfe, vice president Kenyon & Eckhardt.

Function of club is exchange of ideas and information by leaders of membership industries.

## FM Station Expands

NEW program schedule was begun March 1 by WCOD (FM) Richmond, Va., the city's original FM station. Full day of broadcasting will feature music, sports and service programs. Complete new staff has been employed by the station which will devote a large part of the daily schedule to educational programs.

# ELECTED!

## Again this year

# WJBK

## Key Station

# DETROIT TIGERS BASEBALL NETWORK

A FORT INDUSTRY STATION

25 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 1952

## WJBK-DETROIT

Tops in News—Music—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

# THIS AD IS DIRECTED A

And if you're an advertiser with something to sell the public . . an advertising agency executive whose job is to help your clients do that selling . . or the owner or manager of a radio or television station doing business with advertisers and agencies—well, that one person automatically becomes YOU!

Why? Because this ad concerns itself with a certain fundamental that endangers anyone in any of those three categories. Today, with an expanding economy following paths never traveled before, what you *DON'T* know *CAN* hurt you!

There's an awful lot to know, too—about media trends and ratio of expenditures by the biggest advertisers in recent years, about results, effects of TV on other media, significance of spot and local radio gains. Also, there's a great deal to be forecast with an accuracy that will give today's decisions a fighting chance of being right tomorrow.

## WHAT'S HAPPENED? WHAT'S GOING TO HAPPEN?

Those are big, imposing questions. BROADCASTING-TELECASTING, however, will attempt to answer them—for *you* —in a Review & Preview Issue to be published on March 31, an issue presenting the most authoritative, complete facts yet assembled on the changing picture of media investment by top advertisers during the fast-moving years since the end of World War II.

Even more valuable, this issue will analyze its findings and develop from them the kind of forecasts every advertising man, every station operator wants and needs for intelligent planning. What's behind us is interesting. But what's ahead is vital!

## ANSWERS ARE HERE FOR EVERYBODY

This March 31 issue of BROADCASTING-TELECASTING can be as important to any plans board meeting as the conference table around which it meets—and far more valuable. Between the two covers of BROADCASTING-TELECASTING you'll find facts that help answer such basic questions as—

- What are the 1952 trends in media appropriations?
- Will the national economy continue to expand, and what part can advertising be expected to play in it?
- Can the nation support large numbers of TV stations without seriously impairing present radio facilities?
- What do the best-qualified leaders in advertising, marketing, radio and television say about the future?
- Is television over-priced today? Is radio under-priced?
- Will there be a realignment of all media rates soon?
- What are the trends among the top 100 advertisers on their allocation of budgets to various media?
- What effect has TV had on newspaper and magazine linage?
- Do results show that some products are better suited to radio than TV advertising?
- What influence will defense production have on set manufacturing?

# DAT JUST ONE PERSON

These (and many more) are typical of the puzzlers that hundreds of plans boards all over America will be trying to think through during the year ahead. The Review & Preview Issue of BROADCASTING-TELECASTING can help make their task far easier because of the essential facts it has uniquely gathered together.

## FACTS THAT ARE VITAL TO YOU, TOO

Whether you're an advertiser, agency man, or station operator—the contents of the March 31 issue demand your attention because of their practical usefulness. And it takes no particular prophet to point out that such an issue will be kept, thumbed through, read and re-read by advertising's decision-makers for the fullest study of the material it contains.

If you are the owner or manager of a radio or TV station anywhere in America, that holds considerable significance for you. This issue of BROADCASTING-TELECASTING would be an excellent place to tell *your* story as well . . to run your station's message, directed just as accurately as the March 31 issue itself will be, to the attention of advertisers and agencies planning *now* what they'll do in the future.

## NOT MUCH TIME LEFT

(There's a big bonus with this issue, incidentally. It will be published on the opening day of the 1952 NARTB Convention in Chicago (March 31-April 3)—thus commanding the additional attention of everyone at the Convention as well as every advertiser and agency executive who has his eye on the events of this year's NARTB Convention schedule.)

The deadline for all advertising is March 17. Despite the importance of this Review & Preview Issue of BROADCASTING-TELECASTING, there is no increase in rates. If you want your station represented wherever and whenever important advertisers are making plans —today (and not tomorrow) is the time to send us your space reservation. Wire or phone our nearest office if you prefer. But—just don't wait until it's too late!

## TYPICAL..

of the highlight features to appear in the March 31 issue of BROADCASTING-TELECASTING are these:

- Comparison of advertising expenditures in all media since World War II.
- How the hundred leading advertisers have distributed their expenditures among the various media from 1946 through 1951.
- Trends in spot radio and television over the past three years, illustrated with charts and graphs.
- Trends in local radio and television over the past three years.

BROADCASTING
TELECASTING

*Executive Headquarters*
**870 NATIONAL PRESS BUILDING**
**WASHINGTON, D. C.**
Telephone: Metropolitan 1022

**New York, N. Y.**
488 Madison Avenue
Telephone: Plaza 5-8355

**Chicago, Ill.**
360 N. Michigan Avenue
Telephone: Central 6-4115

**Hollywood, Cal.**
Taft Building
Telephone: Hempstead 8181

**Toronto, Ont.**
417 Harbour Commission
Telephone: Elgin 0775

## Coy, Time to Buy KOB?

*(Continued from page 25)*

formal application for voluntary assignment is filed with the FCC.

Time Inc. is represented by Cravath, Swaine & Moore, New York law firm, with Philip G. Loucks, Washington attorney, representing both Time Inc., and Mr. Coy in the KOB negotiations. Legal counsel for Mr. Pepperday is W. Theodore Pierson of the Washington law firm of Pierson & Ball. F. Cleveland Hedrick, tax expert of the Pierson firm, has recently returned from Albuquerque where financial aspects of the transaction were developed. The corporation, it is understood, has a substantial amount of funds in quick assets and the net transaction might be in the neighborhood of $500,000 to $600,000.

**Meyerson Is Manager**

KOB is managed by J. I. Meyerson, former sales and promotion manager of the Oklahoma Publishing Co. and its radio-TV properties. KOB-TV is headed by Mr. Pepperday, with George S. Johnson as commercial manager, chief engineer and film buyer. It is understood that any transaction evolved will make provision for retention of these key executives and of staff.

Consummation of this sale, it is believed, would commit 100% of former Chairman Coy's time to the Time Inc. organization. The company aspires to acquire additional TV properties and possibly also radio properties, either through purchase or through direct application.

Because Mr. Coy is a vigorous advocate of UHF, it would not surprise observers to see the corporation file applications for UHF stations in a number of markets—not necessarily in basic areas. Mr. Coy repeatedly has stated that he feels eventually the primary TV service on a nationwide basis will be provided by UHF rather than VHF.

Two years ago Mr. Coy advocated desertion of the VHF band at some future date, at which time there would be a complete shift to UHF. His fellow commissioners, however, did not support this view and it received virtually no endorsement from industry ranks on the ground that both public and broadcaster investment in VHF was too well entrenched to warrant a possible economic upheaval.

Mr. Coy also has in mind ultimate acquisition of a newspaper property, with or without broadcast adjuncts, in his home state of Indiana. His efforts to buy an interest in the Lafayette (Ind.) *Journal & Courier* [B•T, Feb. 25] thus far have been unavailing. It is understood that he has other possible "leads" in Indiana.

## It's Chm. Walker

*(Continued from page 25)*

light of federal service retirement provisions.

In 1948 salaries of members of the FCC were increased from $10,000 to $15,000 per annum. By completing three years at $15,000, his retirement will be based on an average of $13,000 per year for the five-year maximum salary bracket on which such retirements are based. His retirement pay thus would be somewhat higher than it was a year ago, when he first reached eligibility. It should run in the neighborhood of $3,500 per year by November.

The new chairman has been an expert in common carrier matters rather than broadcast. He originally came to the FCC from the Oklahoma State Corporation Commission and was the acknowledged expert on telephone regulatory matters.

But he has rubbed elbows with broadcast operations over the years and has a working knowledge of regulatory phases of that part of the Commission's activity which has consumed perhaps 90% of its time.

**Speculation Was Rife**

Even with the Walker appointment, there was considerable speculation as to who ultimately would succeed him as chairman. That, of course, will depend upon the outcome of the November elections. A Republican victory would inevitably result in a change in chairmanship, whether or not Mr. Walker elected to remain until his term expires in June 1953.

A Taft victory, it is presumed, would mean the appointment of Robert F. Jones, a native of Ohio, and a 10-year veteran in Congress prior to his appointment to the FCC in 1947.

Other Republicans on the Commission are Comr. Rosel H. Hyde, whose present term expires next June but whose renomination is confidently expected with both Republican and Democratic support, and George E. Sterling, of Maine, whose term runs until 1957.

Return of the Truman administration (should he choose to run) would bring a number of possibilities.

Known to have been mentioned in the White House conversations at the time of Mr. Coy's resignation were such figures as J. Leonard Reinsch, managing director of the Cox radio and television stations; Neville Miller, former NAB president and practicing Washington attorney; Philip G. Loucks, former NAB managing director and Washington attorney; Telford Taylor, former FCC general counsel, now director of Small Defense Plants Administration; NARTB Board Chairman and General Counsel Justin Miller, and former Sen. Frank Graham of North Carolina.

Prior to the President's announcements last Thursday, other names crept into speculation. These included Capt. John Cross of the State Dept. Telecommunications Division, which has been identified with NARBA negotiations, and Thomas J. Lynch, general counsel of the Treasury Dept.

**Supported by Rayburn**

Mr. Bartley, supported by Speaker Rayburn for vacancies on the FCC during the past several years, almost made it last fall as successor to Comr. Frieda B. Hennock, who had been nominated by the President for a federal district judgeship in New York. When the Senate recessed without confirming her, however, Miss Hennock asked that her nomination be withdrawn and advised the President she would not accept a recess appointment.

Mr. Bartley, it was learned, conferred with the President Wednesday afteroon, entering and leaving the White House unseen. He made no comment and expressed surprise that anyone knew of his visit.

Mr. Bartley (see sketch page 24) is regarded as a middle-of-the-road Democrat. Although a native of Texas, he has lived in the East most of his adult life. He is no stranger to communications or to broadcasting. His acquaintance with Chairman Walker goes back to creation of the FCC in 1934, when Mr. Bartley, then a stripling of 25, became the first director of the then existing telegraph division.

In 1937, when Frank R. McNinch became chairman, the division system of operation was abolished and the directorships with them. Mr. Bartley thereafter became secretary and then vice president of the Yankee Network. He remained there until 1943, when he joined the NAB staff as director of war activities, leaving in 1947 after serving as head of the FM Dept.

He has been through the FCC mill, having been the principal applicant for a station in Houston. The successful applicant was the late W. Albert Lee.

## WLW Anniversary

WLW Cincinnati observed its 30th year of service and companion WLWT (TV) its fourth anniversary last Saturday at special broadcasts which touched off a month-long celebration [B•T, Feb. 25]. Messages already have been received from the governors of Ohio, Kentucky and Indiana.

DIRECTORS of WJR Detroit have voted dividend of 10c per share to be paid March 11 to shareholders of record at close of business March 4.


# In HANNIBALAND* THEY have money to spend!

* **HANNIBALAND**—*the large 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.*

The population of the rich Hannibaland area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KHMO.

KHMO reaches and sells the buying power of the 240,470 radio families who live in this large, 41 county area.

Make your selling job easy in the middle-west in Hannibaland — buy KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

**KHMO**

Representative
John E. Pearson Company
•
Mutual Network
Hannibal, Missouri

5000 watts day • 1000 watts at night

# "No mud on *our* Pulpit!

*"No . . . not in* our *little church!*

"But something the Pastor said reminded me of a service I'll never forget. Later, Helen told me I'd said *'Mud!'* out loud. That's why she dug me in the ribs and said *'John, wake up!'*

"I guess I *was* wool-gathering. I was back overseas, listening to a Chaplain who'd found a spot of beauty in a grove of trees for his services . . . right smack in the middle of a war! The green branches made a church-like arch. The sun filtered through the branches like through our church windows.

"The Chaplain's pulpit? Just the hood of a homely Army Jeep . . . *splattered with mud.* No organ music . . . just the booming of big guns far off. No pews, either . . . just mud to sit in. But I felt just as close to God then as I did last Sunday in our Maple Street Church.

"After Helen nudged me awake, I thought of countries where mud *is* slung at pulpits. Where men of the cloth are jailed. Where churches are closed or burned. And where God is disowned. I gave thanks that *here* we respect *all* churches.

"Freedom of worship is *one* of our precious rights. Other Freedoms include our right to vote as we please . . . and without anyone knowing *whom* we vote for. To get rip-roaring mad when we see our taxes wasted by wild spending . . . and when we read about charges of corruption against public officials. To choose our own jobs, like I did when I applied for one at Republic. To own our own homes. To drive our own car across state lines with nobody to push a gate down in our faces.

"I said an *extra* prayer last Sunday: *May our Reverend Johnsons, Father Kellys and Rabbi Cohens always have that sacred Freedom to preach their gospel from unmuddied pulpits. Amen.*"

## REPUBLIC STEEL

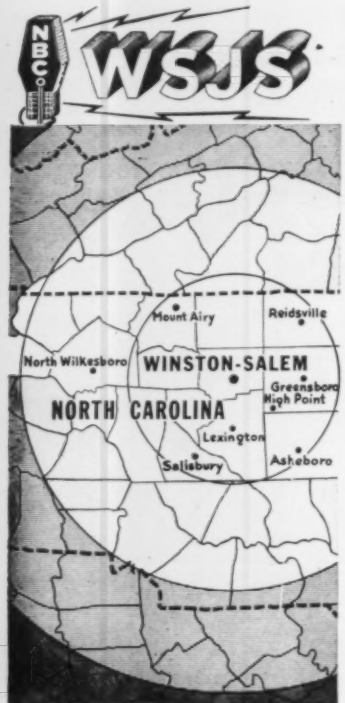
**Republic Building • Cleveland 1, Ohio**

REPUBLIC STEEL

***Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free*** . . . an America whose aircraft streak to all corners of the free world on missions of commerce, mercy and peace. *Through the Aircraft Industry, too, Republic serves America.* Republic furnaces and mills produce aircraft-quality steels . . . steels for the tools to shape the parts . . . steels for the instruments that guide the way . . . for sheltering hangars . . . for the reinforcing that makes safer runways. Republic is proud of the part it plays in supplying so much of the *ground-based* production power that keeps America powerful *aloft.*

* * *

*This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.*




Only ONE Station DOMINATES This *Rich, Growing* 15-COUNTY MARKET With 1950 Farm Income of $98,695,000*

*Sales Management, 1951 Survey of Buying Power

WSJS
*The Journal-Sentinel Station*
AM-FM
WINSTON-SALEM


# 1952 BROADCASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 BROADCASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1952 BROADCASTING YEARBOOK.

Page 40—Under Jos. A. Hardy & Co. Ltd., add listing of CKNB Campbellton, N. B.

Page 68—WFMH Cullman, Ala., B. C. Eddins is partner as well as mgr. John Delano, cm; Kathy Martin, wd; Raytheon transmitter.

Page 68—Change WULA Eufaula, Ala., staff to read: E. B. Fussell, gm; Hugh G. Chastian, ce. Delete Lee S. Bullis.

Page 79—KARK Little Rock, Ark., change power to 5 kw-D, 5 kw-N with directional antenna.

Page 82—KBMX Coalinga, Calif., delete John H. Thatcher. Correct personnel listings should read: Rea B. Bowman & Benjamin M. Bowman, co-o; Rea B. Bowman, gm; Faye M. Bowman, pd, slm, wd; Alexjandro Medina, Spanish pd, slm, and D. I. Daniels, ce.

Page 113—WJNO West Palm Beach, Fla., J. Stanley O'Neill, vp & gm, replaces S. P. Willis. Add Warren Spencer, ce.

Page 116—WGIG Brunswick, Ga., revise personnel to read: Fred Smith, p; Hugh K. Tollison, evp & gm; John Lane, cm; John Harmon, pd & sd; Herman Lange, ce; Marvin Massey, nd, and Caroline Stuckey, traffic m. Add Capitol as transcription library.

Page 123—WROY Carmi, Ill., change staff to read Dick Berry, pd; Garnet Williams, slm., Guy Parish, mgr., Fairfield Studios.

Page 128—WLEY (FM) Elmwood Park, Ill., Jim Weiss is ce replacing James P. Rodgers.

Page 129—WKAI Macomb, Ill., delete LBS. Revise personnel to read William E. Schons, p & gm; Gene Spry, sm & pd, Gene Larsen, cm.

Page 130—WCMY Ottawa, Ill., add Jere H. Holden, cm

Page 130—WMBD Peoria, change staff to read Marvin Hult, regional slm.; Hal Phillips, retail slm; Robert Riley, pmm.

Page 131—WKID and WKID-FM Urbana, Ill., insert Joseph R. Swingle as ce.

Page 140—KXIC Iowa City, Iowa, correct spelling of gm & nd is Gene Claussen; Kenneth M. Bailey replaces Herb Olson as pd; delete Tom Pettit as sd.

Page 148—WLEX Lexington, Ky., add Forjoe & Co., as representative; revise personnel to read; J. D. Gay Jr., p; H. G. Bell, secy.-treas.; J. L. Brownell, Sr., gm; Jim Brownell, pd, and Wallace Roach, ce.

Page 154—KENT Shreveport, La., Michael A. Roppolo is pd, replacing Joe Monroe.

Page 173—WCAR Pontiac, Mich., H. Y. Levinson is p as well as gm. Add: Wayne N. Cook, vp & tech. d; (Mrs.) Clara McGrath, exec. secy.; Frank F. Firnschild, pd, and (Mrs.) Clo Pipe, natl. sls. d. RCA transmitter.

Page 175—KMHL Marshall, Minn., change network affiliation to ABC-MBS.

Page 182—KFAL Fulton, Mo., revise personnel to read Orpha G. Nickles, wd; L. Reed Holt, sls m; James A. Newman, asst. pd; Forrest M. Wallace, sd, and J. J. Patterson, tech. sup.

Page 184—KRES St. Joseph, Mo., insert Warren Stout as local sm.

Page 188—KFBB Great Falls, Mont., correct spelling of gm is J. P. Wilkins.

Page 222—WAND Canton, Ohio, insert McGillvra as national representative; P. C. Wilson, p & cm, James Wilson, gm, Jim Russell, pd & sd, Phil Flad, pmm, Rudy Cehak, ce; L-W and Thes. as transcription library; GE as transmitter make.

Page 232—KWHW Altus, Okla., delete name of Roy Judge.

Page 256—WUSN Charleston, S. C., correct spelling of g & cm, J. Drayton Hastie.

Page 263—WLIL Lenoir City, Tenn., Phillip C. Melone, sm & ce; delete Otis Parker.

Page 266—Add: WSOK Nashville, 1 kw, 1470 kc, established in 1951. Nashville Bcstg. Co. Inc., licensee, 419 Fourth Ave. N., Tel. 42-7943. H. Cal Young Jr., p & gm; Norman Stewart, cm & pmm; Larry Dean Faulkner, pd; Charles Gordon, sd; Arthur Viaches, ce. Collins equipment. INS.

Page 282—KECK Odessa, Tex., George Cerboskas is ce, replacing Ray A. Worsham Jr.

Page 290—WKEY Covington, Va., correct year of establishment should read 1941.

Page 298—KMO Tacoma, Wash., Richard Weeks is pd replacing Ted Knightlinger.

Page 303—WGEZ Beloit, Wis., change power to 100 w (250 w applied for).

Page 326—Add: CKVM Ville-Marie, 1 kw, 710 kc. O&O by Radio-Temiscamingue Inc., P. O. Box 40, Ville-Marie, Que. Affiliated with Radio Groupe Trans-Quebec. Represented by Jos. A. Hardy & Co. Ltd., Montreal, Quebec and Toronto, and Adam J. Young Jr. Inc., New York and Chicago. Library service, UTS.

Page 326—Add: CKLD Thetford-Mines, 250 w 1230 kc. O&O by Radio Thetford Ltée, Boulevard Labbé, Thetford-Mines, Co. Megantic, P. Q. Affiliated with CBC and Radio Groupe Trans-Quebec. Represented by Joseph A. Hardy & Co. Ltd., Montreal, Quebec and Toronto, and by Adam J. Young Jr. Inc., New York and Chicago. Henri Lagueux, gm; Gaston Bilocq, prod. ce. Library service: UTS.

Page 343—Insert Transcription Services:

RCA Victor Div. (RCA Victor Record Dept.) 630 Fifth Ave., New York 20; Tel.: Judson 2-5011; Paul A. Barkmeier, vice president and general manager.

RCA Victor Custom Record Sales Div.: James P. Davis, manager; Herbert H. Wood, artist and repertoire manager; Bennett S. Rosner, adv. and prom. manager.

Custom Record Sales Section: James P. Davis, acting manager; A. E. Hindle, Chicago manager; Richard C. Bucholz, Hollywood manager; Richard E. Bylandt, N. Y. manager orders & service; Ralph C. Williams, N. Y. sales rep. (phonograph records); Majorie B. Tahaney, N. Y. sales rep. (slide-film); James R. Cunnison, N. Y. sales rep. (transcriptions); Geoffrey B. Bennett, Chicago sales rep.

Services: Recording, processing, pressing of all types of phonograph records, transcriptions, slidefilms and promotion records; shipping and handling.

RCA Recorded Program Services: A. B. Sambrook, sales manager; William F. Reilly, central sales manager (Chicago); William C. Gartland, western sales manager (Hollywood); George Field, northeastern sales rep. (New York); Henry A. Gillespie, southeastern sales rep. (Atlanta); Gregory Reeser, central sales rep (Chicago); Robert Fenda, southwestern sales rep. (Dallas), Walter R. Seifert, mgr. sales service; Donald D. Ar mgr., commercial research

Services: Thesaurus (musical program service); Re Syndicated Programs (recorded dramatic, variet musical shows).

Studio & Regional Offices: Chicago 11—445 N. Lak Shore Dr.; Tel.: Whitehal 4-3530.

Hollywood 38 — 1016 N Sycamore Ave.; Tel.: Hil side 5171.

Atlanta 3—522 Forsyth Bldg.; Tel.: Walnut 5948.

Dallas — 1907 McKinne Ave.; Tel.: Riverside 1371

Page 354—Geyer, Newell & Ganger Inc., A. C. DePierro has n connection with the Radi Dept., is media director, handling only printed media Listing of Radio Dept. should be: F. A. Long, director o radio and TV; George Zachary, associate director of Radio and TV; Elizabet Powell, timebuyer; William Franchey, copy chief; Paul Martin, art director; Arthur J. Daly and Herbert Horton, executive producers.

Radio Accounts: Nash Motors Div. and Kelvinator Div. of Nash-Kelvinator Corp.; Embassy Cigarettes (P. Lorillard Co.), Continental Oil Co., U. S. Industrial Chemical Co., Zippo Manufacturing Co., United Aircraft Corp., and Chicopee Mills.

Page 360—Olian Adv., add Chicago office, 35 E. Wacker Dr., Chicago, 1. Tel: State 2-3381. Kay Kennelly, media director and timebuyer.

Page 365—Insert: William Warren Jackson & Delaney, 45 W. 45th St., New York, 19. Tel.: Judson 6-0350. Harry Solow Jr., radio director; Stevens P. Jackson, TV director; William Solow, Jack Wilson, Conrad Mikorenda, Jack Bucholtz, Harry Solow Jr. and Mr. Jackson, account executives.

Radio Accounts: Sachs Quality Stores, Warren Connolly, Ritz Thrift Shop, Relaxacizor and Linens of the Week, all of New York.

Television Accounts: See Telecasting Yearbook.

Page 444—Insert under directory of Canadian Stations by Call Letters the listing of CKLD Thetford-Mines, Que.

Page 459—Under Office of the Chief Engineer, FCC, add Albert L. Kreis to Coordinating Engineers. Assistant Chief Engineer should be spelled John A. Willoughby. Secretary to Virgil R. Simpson should read Mary E. Nalls. Change misspelling of Coordinating Engineer Donald Holaday.

Page 470—After FCB Member listing of Guilford Jameson, insert firm name, Smith & Jameson, Walker Bldg., 734 15th St. N. W., Washington.

Page 471—Delete extra listing under FCB Members the name of William Montgomery Smith which appears twice. Insert William P. Smith, of Smith & Jameson, Walker Bldg. 734 15th St. N. W., Washington.

Page 481—Insert in regional networks: WESTERN SLOPE NETWORK — Comprising KFXJ Grand Junction; KGLN Glenwood Springs and KIUP Durango, all Colorado. All MBS affiliates. Combination rates available. National Representative: The Hal Holman Co., New York-Chicago. Business office: Grand Junction. Personnel: Rex Howell, general manager, and Station Managers E. Anson Thomas, KFXJ; Jerry Fitch, KGLN, and Pat O'Brien, KIUP.

Page 490—Insert Alfred P. Sloan Awards: In addition to being General Motors board chairman, Mr. Sloan is president of the Alfred P. Sloan Foundation. Also, National Safety Council should be listed as administrator of the awards, instead of Automotive Safety Foundation.

**PROFESSIONAL or amateur, they're radio men. These broadcast executives got together atop 1,500-ft. Mt. Tom in western Massachusetts to take part in the 1952 international DX contest of amateur radio stations. "Hams" by hobby, the three (l to r)—Dick Dorrance, MBS director of public relations and press information; Bill Leonard, m. c. of *This is New York* on WCBS New York, and Charles N. DeRose, WHYN-AM-FM Holyoke, Mass., general manager—operated in round-the-clock shifts for 48 hours from WHYN-FM's transmitter building to establish two-way radiophone contact with several hundred other "ham" stations located in 40 countries on every continent on the globe.**

## EX-LAX SIGNS NBC

### To Sponsor M-F Serial

EX-LAX Inc., Brooklyn, for years a major spot radio user, today (Monday) starts a new daytime radio series, *The Doctor's Wife*, on NBC radio, Monday through Friday, 5:45-6 p.m. [B•T, Feb. 4], it was announced last week.

Sponsorship of the program represents the largest radio advertising campaign ever undertaken by Ex-Lax, according to Irvin A. Edleman, vice president in charge of advertising.

Last year the account spent approximately $650,000 in spots, using mostly major markets. It was understood that although most of the spot activity has been cancelled, a few markets may be used to supplement the network coverage. Account is now being handled by Warwick & Legler, New York.

## B&B LECTURE COURSE

### To Cover Agency Operation

BENTON & BOWLES, New York, has established an intensive lecture course to cover all phases of the agency operation for its employe training program.

In announcing the new project, Robert Lusk, executive vice president, pointed out that there has been a growing need for comprehensive on-the-job training in the advertising field ever since the termination of the GI training plans set up to meet the requirements of returning veterans after World War II.

To meet this need, the agency has set up a strong executive team headed by Brown Bolte, vice president, and William A. Foxen, account executive.

# CONSUMER ADS

## Westinghouse Budget About $18 Million

A 15-18% increase in its consumer advertising budget, a record for total sales billed in 1951, and a $300 million expansion program were cited by officials of Westinghouse Electric Corp. in New York last Monday as evidences of a good business trend generally. They predicted the upward curve would continue even after industry's fulfillment of current defense needs.

The 15-18% increase in consumer advertising will bring the total Westinghouse advertising budget to about $18 million during 1952, according to President Gwilym A. Price. More than 20% of the amount will be spent for radio and television broadcasts, including Westinghouse sponsorship of the $3 million "get out the vote" political coverage on CBS Radio and CBS Television this summer [B•T, Dec. 31, 1951], and *Studio One* on the same video network.

The company's $300 million expansion program, designed for immediate use in defense production but to be converted ultimately for civilian purposes, will be carried out within the next three years. Present business trend—based on the past thirty years and extending to 1965—indicates great expansion for the entire electrical equipment and installations industry, Mr. Price reported, which he said had a growth three times that of other industries during the past year. A previous expansion budgeted at $150 million several years ago turned out, he reported, to have been "on the conservative side in terms of demand."

**Emphasis on Selling**

While the electrical equipment industry booms, Westinghouse expects "a good, tough, competitive" year for consumer goods, with emphasis upon selling rather than production during 1952, John M. McKibbin, vice president in charge of consumer products, reported. The inventory picture at the first of the year was "a healthy one," he said, and was specifically low for TV receivers, although there had been "a limited production facility" on some consumer goods since the war. Anticipating a holdback, perhaps, in radio-TV receiver production this year, the company will nevertheless try to equal if not better their 1951 mark, he explained. Consumer goods account for only 26% of total Westinghouse production and will receive a similar apportionment of the $300 million expansion fund.

In spite of copper and aluminum shortages, radio and television production during the first quarter of this year is proving to be equal to that for the comparable period last year, Mr. McKibbin said. "As a result of strong demand, production is going directly into distribution channels," he noted, "so that factory inventory of radio and television is non-existent." Output during the normally heaviest third and fourth quarters depends on material availabilities, but aside from that qualification, Westinghouse "hopes" to meet the goal of matching 1951 production.

Total sales billed by all divisions of Westinghouse reached $1,240,801,000, a record total that rose 22% above the previous high established in 1950. Net income for 1951 was $64,578,000 as compared to $77,922,000 for the previous year, however, with the difference attributed to increased taxes which rose from $77 million in 1950 to $104 million in 1951.

SERIES of eight Lenten programs on NBC Radio *Voice of the Cathedral* are being presented in cooperation with Angelica Lutheran Church of Los Angeles. An NBC star will be heard each week telling what church attendance means to him.

## CHAS. BARNHART

### Was WMBD Prog. Dir.

FUNERAL services were conducted last Tuesday for Charles E. (Chuck) Barnhart, 36, program director at WMBD Peoria, Ill. Mr. Barnhart died Feb. 23 about 12 hours after sustaining critical injuries in an accident involving an automobile he was driving.

**Mr. Barnhart**

Mr. Barnhart, who was prominent in Peoria civic affairs, joined WMBD as continuity director in 1942 and later was named production director. Following year he moved to KMOX St. Louis in a similar capacity. Mr. Barnhart spent nearly two years in the Navy during World War II and returned to WMBD in March 1947 as program director.

Mr. Barnhart authored, directed and produced *Lest We Forget*, dramatic series aired by WMBD and later used by Office of War Information. More recently he conducted the *Chuck Barnhart Show* on WMBD, Monday through Friday. In 1949 he received the distinguished service award of the Junior Chamber of Commerce.

Surviving are his wife, Mildred, who escaped from auto accident with only slight injuries, and three children, Judith Ann, Rickie and Scott. Mr. Barnhart was critically injured when thrown from the car as it skidded on an icy street.


NOW...

**5000* WATTS IN LANSING**

**20 TIMES MORE POWERFUL THAN THE SECOND STATION**

THE NEW AND INDEPENDENT **WILS** NEARLY TWICE THE POPULATION COVERAGE

*SEE RAMBEAU*
*New York—Chicago—Los Angeles—*
*Impact Radio Sales, Detroit*

* 1000 WATTS NIGHT

**WILS**
**5000 DAY • 1000 NIGHT**
**LANSING, MICHIGAN**

## Mfrs. Anti-Trust Probe

*(Continued from page 27)*

and expressions regarding "a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind."

Records also are sought for calendar 1939 and for the period since Jan. 1, 1947, showing (1) by major product groups, all radio, TV and related electronic products manufactured by respondent company; and (2) for each calendar year, the company's production and sales of AM sets, FM sets, AM transmitting equipment, FM transmitting equipment, black-and-white TV sets, black-and-white TV transmitting equipment, color TV sets, color TV transmitting equipment, vacuum tubes, black-and-white TV picture tubes and color TV picture tubes, with separate breakdowns for domestic and export production and sales.

**More Figures Requested**

Figures on amounts of royalties collected in each calendar year from each of respondent's licensees in each of these fields also is requested.

Further, the Justice Dept. wants to know how much royalties were paid in these calendar years to various other manufacturers individually, plus details on all acquisitions of patents, exclusive patent licenses, or inventions in radio, TV or related electronic equipment since Jan. 1, 1940

Data on quantities of vacuum tubes purchased by respondent company during 1951 is requested, with the information to be shown in units and dollars, and segregated by serial number and manufacturer.

The government also wants to know the company's respective expenditures, for specified years, in research and development in the radio and television manufacturing fields; plus their relative positions "in terms of producton, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts" in those fields.

Copies of current agreements securing domestic patent license rights, agreements securing rights from foreign companies, and agreements relating to the transmission of engineering information, blueprints, know-how or other radio-TV manufacturing data to other U. S. companies or the receipt of such information from them—this type of data also is requested, along with copies of annual company reports to stockholders since Jan. 1, 1934, and names, addresses, and terms of office of company officers and directors since Jan. 1, 1939.

**BRONZE Star Medal was awarded to Sgt. George J. Hoffman (l), formerly with WSRS Cleveland, Ohio, before he left Korea for U. S. on rotation. Sgt. Hoffman receives medal from Capt. George Easterling for meritorious service with information and education section of 3d Division Hdqtrs. from May 20, 1951, to Jan. 14, 1952.**

## WKIP ACQUIRED

**By Bingham Group**

GROUP of station executives have bought WKIP Poughkeepsie, N. Y., from Poughkeepsie Newspapers Inc., it was announced last week. Sale is subject to FCC approval.

Officers of the new company, Duchess County Broadcasting Corp., are George W. Bingham, general manager of the station, president; Marvin S. Seimes, chief engineer, vice president for engineering; Richard A. Dwelley, commercial manager, vice president for sales; John J. Kuhn, vice president for programs, and Mabel Shroyer Meurer, secretary-treasurer.

Messrs. Bingham and Seimes and Mrs. Meurer have been with the radio division of the Speidel newspapers (which owns the *Poughkeepsie New Yorker*) for more than 10 years, having been associated first with WGNY Newburgh, N. Y., before going to Poughkeepsie in 1944. Mr. Kuhn has been a member of the program department of WKIP since 1945 and Mr. Dwelley went to the station in 1949.

WKIP is an ABC affiliate. It operates on 1450 kc with 250 w.

FM adjunct of WKIP, WHVA (FM), remains in the hands of the Poughkeepsie newspaper. It is an affiliate of Rural Radio Network. Also remaining under Speidel ownership is WGNY. Recently sold were Speidel-owned KDON Santa Cruz, Calif., and KWRN Reno, Nev.

## IMN Denver Office

INTERMOUNTAIN Network has opened a branch office in Denver, Col., Lynn L. Meyer, vice president in charge of sales, announced last week. The new office, 1735 Stout St., will be headed by Ken Palmer, former manager of KVER Albuquerque. Central IMN headquarters is in Salt Lake City. Denver office is to serve IMN stations and accounts east of the Continental Divide.

## NUNNS SELL KFDA

**To Cagle Group; $240,000**

SALE of KFDA-AM-FM Amarillo, Tex., for $240,000 from Nunn station ownership to a foursome of Texas broadcasters and a publisher was announced last week. Application will be filed soon for FCC approval.

Buyers comprise Gene L. Cagle, president and general manager of the Texas State Network; Charles Jordan, vice president of TSN; Wendell Mayes, owner of KBWD Brownwood and KNOW Austin, and C. C. Woodson, oilman and publisher of several Texas newspapers.

New company will be known as Amarillo Broadcasting Co. Except for the association of Messrs. Cagle and Jordan, the new company has no connection with TSN. KFDA operates on 1440 kc with 5 kw day, 1 kw night. It is affiliated with ABC.

**Preparing for TV**

Consolidation in order to get ready for TV was the reason given by Gilmore N. Nunn, president of Nunn properties, for the sale of the Amarillo stations. Several years ago, the Nunns sold WMOB Mobile.

Nunn stations, minus the Amarillo outlets, now comprise WLAP-AM-FM Lexington, Ky.; WCMI-AM-FM Ashland, Ky.-Huntington, W. Va.; WBIR-AM-FM Knoxville, Tenn.


BASEBALL'S ON...

HERE'S YOUR BUY!

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team!
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION



*Mr. Paul Phillips*
*Knox-Reeves Advertising, Inc.*
*Chicago, Ill.*

*Dear Paul:*

*Whin yuh finds life dull an' uninterestin', drap down ter th' hometown an' see WCHS an' see whut a real boom looks like. Stores is full uv peepul; plants is aworkin' full tilt; banks is aclearin' more checks thin yuh kin shake a stick at; an' durned near ever'body is aplannin' a new house er sumpthin'! Now thet jest means one thin', Paul. Hit means that Charleston, West Virginny is a mitey fine market — a durned good place ter be advertisin' in! An' don't fergit! WCHS is West Virginny's Greatest Advertisin' Medium — so, whin yuh wants ter reach these well-off peepul, use WCHS!*

*Yrs.*
*Alpy*

WCHS
Charleston, W. Va.

# LIBERTY

## Baseball Suits Countered By WOPA Complaint

LIBERTY Broadcasting System's legal entanglements became more involved last week as it pressed its damage suit against 13 Major League baseball teams and readied a defense to contract violation charges brought by WOPA Oak Park, Ill.

Both cases are being presented in the U. S. District Court for Northern Illinois, Eastern Division, in Chicago. The first, filed Feb. 21, seeks triple damages of $12 million from Major League teams which denied broadcast rights to Liberty for its *Game of the Day* series [B•T, Feb. 25].

Early last week, summons for the ball team officials and copies of the complaint were mailed to the U. S. Marshals attached to federal district courts in areas where the 13 team headquarters are located. These were expected to be delivered by hand by the end of the week, at which time each recipient would be given 20 days in which to file a formal answer with the court.

These maneuverings will take at least a month, at which time other delaying actions will probably be taken in court. One Chicago attorney guessed that each team defendant will retain its own counsel, rather than hiring one attorney who would act for all.

### LBS Counsel

Thomas C. McConnell of the Chicago law firm of McConnell, Lutkin & Van Hook, is representing Liberty. He is known for his victory in a similar case against combined theatre interests before the U. S. Supreme Court in 1936. Representing an independent motion picture theatre on Chicago's South Side, he charged conspiracy of theatre interests resulting in a financial loss of his client. The action is believed to be one of the first involving anti-trust and conspiracy charges.

Liberty representatives were scheduled to meet Friday afternoon with attorneys of WOPA, independent outlet, to discuss with Master in Chancery David Silbert the station charge. His recommendation will be referred to Federal Judge Philip Sullivan for a ruling.

WOPA Tuesday afternoon filed a complaint and request for a temporary restraining order against WCFL, Chicago independent, with the latter move blocked temporarily by filing of a verified complaint by Liberty the next day.

WOPA charges Liberty violated its three-year affiliation contract which was signed March 14, 1951, and went into effect three days later. Initially a one-year agreement, the contract stipulated terms would be renewed for two years more if there was no notification of cancellation by either party 120 days before the expiration date.

WOPA, through McCarthy, Toomey & Reynolds, Chicago, charges such notice was never given. Last August 22, Liberty signed an affiliation contract with WCFL, a 50 kw outlet, and made arrangements for the station to carry the Chicago White Sox American League games acquired on an exclusive basis.

WOPA charges that, according to contract terms, it has first-call on any Liberty network programming. If it turns down a program feature, Liberty can schedule it with another station. WOPA claims, however, that Liberty representatives in statement to WOPA management said the network did not intend to furnish "any White Sox or any other baseball game broadcasts" to WOPA.

Egmont Sonderling, general manager of WOPA, wired James Foster, Liberty executive vice president, on February 22: "We have instructed our attorneys to institute appropriate legal preceedings immediately . . . Inasmuch as we have been verbally informed that WCFL will carry the White Sox games, which under the terms of the contract we are entitled to first call, injunctive relief will also be asked against that station."

WOPA, according to its attorneys, has exclusive Liberty broadcast rights in Oak Park only. WCFL, on the other hand, reportedly has a contractual clause providing exclusive Liberty broadcasts in the station's primary signal area. WCFL's signal blankets Oak Park, a west side suburb eight miles from Chicago's Loop.

## BASEBALL RIGHTS

### Set by WHBC, WKBV

BROADCAST rights to baseball games involving the Cleveland Indians and Cincinnati Reds have been negotiated separately by two stations outside the territory of both Ohio ball clubs.

WHBC-AM-FM Canton, Ohio, for the fourth consecutive year will carry play-by-play broadcasts of all Indians' contests during 1952. Standard Brewing Co., Cleveland (Erwin Brew), will sponsor the coverage.

WKBV Richmond, Ind., has contracted to air all night games (25 at home and 30 out of town) of the Redlegs, WKBV General Manager Lester G. Spencer has announced. Affiliation of WKBV with ABC also was announced [B•T, Feb. 18], with station carrying both ABC and MBS programs this spring and summer.

## CFCF Moves

CFCF Montreal has moved to new offices and studios at 4824 Cote des Neiges Road, Montreal 26. Telephone is Exdale 1184.


Advertisement

# THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.
Associated Program Service 151 W. 46th, N.Y. 19

### Renewing Contracts

We got a lot of response to an item in the January issue of our subscriber newsletter ("The Needle") on contract renewals with local advertisers. Some stations say we have given them an important change in their local time contracts; others say we're 'way off. The problem was this: how to avoid losing those 52-week contract advertisers who, when asked to sign a renewal, drop out instead. It's a common problem and an irritating one. Our solution is too long for this short column; if you're interested write for a free copy of "The Needle" . . . while they last. Then tell us what you think!

### Surprise!

We think our upcoming announcement will be the biggest and most exciting in radio library history. Watch for it—and do nothing 'till you see us at the NARTB convention!

### New Calendar Pages

Second-quarter sheets for the APS Merchandising-Programming Calendar (April-May-June) will be released shortly to all APS subscribers and others who requested them. If you're a non-subscriber, haven't written already, and are using the first-quarter pages, drop us a line and we'll send you the next batch. Printed in quarters this is probably most current calendar available.

### Apologies to Sponsor

. . . for lifting an item right out of its own pages for this column. Bob Foreman wrote this in a review of the Mario Lanza—Coca-Cola Show in Sponsor for January 28:

**"After watching two second-rate fighters swing at each other through eight rounds, a fitting climax to a dull evening of TV-ing, it was a rare pleasure to be able to hear the pictureless charm of the Coca-Cola show featuring Mario Lanza. "In fact, it's often quite a relief not to have to glue your eyes to that small glass-fronted box, and when you get good music in return for shutting the infernal machine off, you are doubly rewarded. Which is why it's my bet that pleasant music will always be a drawing card on radio—long after TV has run radio drama, and radio comedy, as we know it, pretty much into the ground. Commercially, Coca-Cola's approach is that of a leader who doesn't deign to get into the ring with competitors. No bounce, no energy story, no nothing up till the middle break which was a tone-poem of no more than 30-seconds plugging the drugstore soda fountain as a good port these stormy days plus a short plug for the Cokes on tap there. The closing announcement couldn't have run 25 seconds and embarrassedly made the point that Coca-Cola was everywhere.**

**"For a package product of low cost and great frequency (of purchase), Coca-Cola sure goes in the opposite direction of most advertisers. Since no one comes near the product in sales and few half hours on radio could be any more enjoyable than the Lanza stanza (especially for TV-refugees such as I), I'd give 'em A all around."**

More and more folks in the industry—and in the audience—are reflecting this attitude. Music alone seems to have the ability to override even the fascination of the picture. From good music comes sheer enjoyment that needs no complement . . . and it's a wise program manager who keeps his schedule filled with the purest sounds of all—this very music. You can't find it all in that pile of free phonograph records, either!

### Speaking of Phonograph Records

. . . did you know that broadcasters in foreign lands pay a royalty for every phonograph record they play? It averages about 25c per play . . . which is why APS is such a well-liked feature at stations in South Africa, Hong Kong and other spots around the globe.

Suppose you had to pony up 25c for every phonograph record you played . . . every single time you played it? How many of the discs you spun today would you have paid for at that rate? Considering that no such problem confronts a library user . . . and remembering that the average APS subscriber has unlimited use of our 16-inch transcriptions for less than 17¢ per month, what would you do?

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Plaza 7-7710

# Gutenberg

—Courtesy Detroit Public Library

# . . . a name to remember

500 years ago, Johannes Gutenberg invented the first practical use of movable type and the mechanical art of typecasting. It is to his credit and everlasting fame that the Bible was his first printed work. Gutenberg succeeded in producing this book by a process which has stood the criticism—and won the admiration—of later ages. Gutenberg's invention brought mass communication to the world through the printed word. Few other men have made such a valuable contribution to the progress of civilization. Gutenberg is, indeed, a name to remember.

25 years ago, THE FORT INDUSTRY COMPANY was founded on the principle of programming and broadcasting in the public interest. In the intervening quarter-century all the FORT INDUSTRY stations, wherever they are located, have upheld this public trust. For this reason, wide-awake sponsors remember the name FORT INDUSTRY when they want the greatest response and the best sales results.

## THE FORT INDUSTRY COMPANY

**WSPD,** Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
**WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O.
**WSPD-TV,** Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

# editorial

## Pacing the Ponies

AFTER MONTHS of deliberation, the FCC has issued what amounts to a "show cause" order against 16 stations which have been broadcasting horse-racing results. Caught in the publicity rip-tide of the Kefauver Crime Committee, which recommended that it assume the role of continental cop in eradicating use of communications facilities for gambling, the FCC has decided to take a look on its own before embarking upon a positive course.

Hence, the FCC hasn't issued a summary ban or even a requirement that stations, at this stage, delay the broadcast of results which might enable bookies to conduct their clandestine operations. To that extent—its unwillingness to capitulate to an arbitrary directive of the Senate Committee—the FCC deserves commendation. It wants to ferret out the facts first.

In these columns we have contended in the past that as long as it's lawful to run horse races, it's lawful to "publish" the results—whether this be by radio or by the printed word. But here there is introduced a new equation. The very spontaneity of radio, which "publishes" with the speed of light and sound, may be the reason that radio (and TV) should not engage in transmitting race horse results *as they occur*. It is worthy of note, moreover, the the FCC's hearing orders emphasize *afternoon* broadcasts as those that "may be of aid to illegal gambling activities."

Newspapers must traverse the cumbersome processes of reporting the results, setting them in type, running them on the presses and then distributing the printed papers by newsboy or via newsstand. It is very old hat by the time the "customer" gets the information.

Radio, on the other hand, publishes instantly. Radio doesn't want to aid and abet the bookies. It doesn't want to foster gambling. Yet if racing results constitute legitimate news, the broadcaster is within his rights supplying it.

The paradox here is that radio's prime attribute—speed—could mitigate against the "public interest" when handling the transmission of horse-racing results.

The FCC obviously is in a dilemma. So are many broadcasters. Out of the upcoming hearings must come the answer.

## Critique

THE REV. Edwin B. Broderick, director of radio and TV communications of the Archdiocese of New York, has given Catholics some fundamental advice that ought to be read and heeded by all groups who pretend to be intelligently critical of television programming.

Father Broderick has pointed out that criticism, in its correct usage, can be both favorable and adverse. The dual nature of criticism too often is ignored by the organized groups who never say a word about television unless it is bad.

He warned against a continuation of "negative monitoring." Catholics, he said, should be as quick to applaud as to condemn. His is a rational approach that has been all too rare among not only Catholics, but all the Legions of This and Leagues of That which have set themselves up as judges of television.

To be a successful judge does not imply a requirement never to issue any decision but a conviction. Indeed the wise judge is as content to exonerate a defendant as to jail him, if the facts show that he should go free.

*IN READING 12 full-page ads in* Advertising Age *last week, we kept feeling that something was missing. The ads were in behalf of 12 newspapers to show how vastly larger a percentage of homes in each of the 12 communities is reached by the papers than by three leading magazines. What was missing, of course, was a comparison with radio. That wouldn't have looked so good, from the newspapers' point of view. The U. S. Census says radio reaches 95.6% of all homes in the nation. What newspaper, or indeed group of them, can make as sweeping a statement as that?*

## Get Out the Vote

THE RECENT report that there are now 105.3 million radio sets in the nation—one for every American of voting age—was greeted by many (ourselves included) as proof of radio's very great commercial power.

We've had a second thought about the meaning of this figure. It has to do with the coincidence that there are as many radios as potential voters.

There's no question that those 105.3 million sets perform every day a remarkable function. The ability of radio advertising to make people go out and buy things, to contribute money to good causes, in short to act has been demonstrated so many times that by now it is accepted as basic.

What if those 105.3 million sets were put to work to make people go out and vote?

We think it would make a tremendous improvement in this country's voting record which is, to state it nicely, deplorable.

In the 1948 Presidential elections less than half the people of voting age voted. That is not the kind of citizenship which keeps great republics great.

Unwillingness to make the effort to go to the polls is becoming a very serious disease in this nation. It is permitting governments to be placed in power by a minority of the citizens, or, to be precise, a majority of a minority.

In 1948 it was actually a *minority* of the minority that elected Mr. Truman. He got less than half the total popular vote, which itself represented less than half the potential voters. Now whether you are for or against Mr. Truman as President, you can hardly deny that the selection of a President by such a fractional representation of the public is unfortunate.

What can be done about it? Well, what do you do to make housewives buy a specific brand of soap or make all kinds of people chip in their money to, say, the March of Dimes?

What can be done about it is this: Let the radio broadcasters and their advertisers put those 105.3 million sets to work on getting out the vote in the same way they have so successfully worked on other projects. Add to radio's nation-wide power of persuasion the less widespread but enormous impact of television, and we venture that the percentage of voters appearing at the polls next November will far exceed that of 1948.

Some broadcasters and their clients already are planning such activities. Specifically, CBS and Westinghouse are scheduling a get-out-the-vote series as part of their political coverage. J. P. Wilkins, general manager of KFBB Great Falls, Mont., has started a one-man crusade to get all broadcasters to undertake the campaign. It is something that every one in this business ought to do.

No greater public service could be performed by radio and television than to help the public help itself by participating in a basic part of the democratic process.

# our respects to:

**JAMES CALVIN MORGAN**

FROM manufacturing ladies gloves to managing and producing daily radio and television shows sounds like a long step.

James Calvin Morgan, vice president in charge of radio and television for Raymond R. Morgan Co., Hollywood (and no relation), made it with success in but a few years.

Recently acclaimed "man of the year" by the Hollywood Advertising Club because of his industry-wide cooperation and civic mindedness, Mr. Morgan has many accomplishments to his credit. In fact he has telescoped some five successful business careers into his 42 years.

His present occupation, however, is the one he likes best. His responsibility includes supervision of about 45 local, regional and transcontinental network shows per week. And he jumps on emergency to do a bit of writing as well as producing.

In radio-television approximately 18 years, Mr. Morgan says mistakes he has made have been "big ones." His most amazing one related was when, as packager, he sold a local client a program series. Having misquoted the package price, he found he was actually paying the advertiser to keep the program on the air.

Mr. Morgan enjoys reminiscing on the "good old days" when he worked in radio with many who are today top stars in both radio and television.

His major chore today is that of manager-producer of five-weekly half-hour *Queen for a Day*, packaged by his agency and co-sponsored on 540 MBS stations by P. Lorillard Co. (Old Gold cigarettes) and Kraft Foods Co. (dairy products). He has similar responsibility for the daily simulcast TV version of that show on KHJ-TV Hollywood, also sponsored by Old Gold cigarettes.

Supervisory activity also includes heavy regional radio-TV programming of such accounts as Folger Coffee Co., Los Angeles Soap Co. (White King), Institute of Religious Science, Victory Packing Co. (dog food) and locally, Nehi Corp. (beverages).

Native of Toledo, Ohio, Jim Morgan was born Oct. 28, 1910. He was schooled in Ohio, Indiana and California. However, he didn't receive his degree from the U. of California at Berkeley until 16 years after he was graduated from Culver (Ind.) Military Academy in 1929.

Joining his parents in San Francisco after leaving the military academy, he went to work as stockboy for Hale Bros. Department Store. He was made salesman and finally buyer of

*(Continued on page 59)*

WE, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

CHECK BMB — CHECK HOOPER — CHECK RESULTS — YOU'LL FIND WOAI IS A BETTER THAN EVER BUY!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC-TQN

*Represented Nationally by*

EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

**PROOF POSITIVE THAT K-NUZ BRINGS RESULTS**

# Loma Linda Vitamins Speaks out for K-NUZ Pull Power

**Here is a letter K-NUZ received from Bob Hahn, Allied Advertising Agency, Houston, on behalf of his client, Loma Linda Sales.**

Gentlemen:

Just a few moments ago I finished a report for our client, The Loma Linda Sales Company. A part of this report will probably interest you, and in excerpt it reads:

**"The radio spots, and portions of the program devoted to the gift supply of Loma Linda, broadcast on K-NUZ proved to be the least expensive media used in the test campaign. In fact, the cost per return was less than half that of the next best medium used."**

This confirms my original belief that K-NUZ would pull for us as it always has.

The client has asked that I pass on his thanks for your excellent cooperation, and his acknowledgement of a job well done.

Best regards,
R. G. Hahn

**TIME BUYERS' INFORMATION**

Loma Linda Vitamins Sponsors 5:15-5:30 edition of the News, Mon., Wed. & Fri. plus spot schedule.

**Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581**

**K-NUZ**

**HOUSTON'S LEADING INDEPENDENT**


# AWRT MEETING

## Set for Detroit April 4-6

SECOND national convention of American Women in Radio & Television will be held April 4-6 at the Statler Hotel, Detroit. Arrangements for three-day session are under direction of convention chairman Edythe Fern Melrose, president of Detroit's "House O' Charm" from which women's programs are broadcast daily over WXYZ and WXYZ-TV Detroit.

Attendance at convention—which will be presided over by Edythe Meserand of WOR New York, national AWRT president—is expected to reach 700. Election balloting will take place April 5, with results to be announced the following day.

Among features of the conference will be panel and workshop sessions for AWRT members. One will be devoted to discussion of sales problems and selling tips for broadcasters. Agencies will take over a full half-day session. Also featured will be results of surveys reporting on what women like and don't like in radio and television; the McCall Mike Awards for outstanding public service, to be presented at the banquet April 5, and appearances by the 10 women in the industry who have been voted outstanding in their fields.

Included in the roster of prominent associations and firms scheduled to act as host for one event each at the convention are: Grocery Manufacturers' Assn., Tea Bureau, Kellogg Co., Ford Motor Co., Lever Bros. Co., National Greeting Card Publishers Assn., the Shoe Guild, Cleanliness Bureau and others.

AWRT membership has grown "by leaps and bounds" since the April 1951 convention when membership stood at 358, spokesmen stated. By Nov. 1 it had grown to 573, and since then new chapters have been added "all over the country," including the recently-formed New York chapter.

# AD HALL OF FAME

## Nominations Are Solicited

NOMINATIONS are open for addition of two names to the Advertising Hall of Fame, located in the Advertising Club of New York, Gilbert T. Hodges of the *Wall Street Journal*, chairman of the nominating committee, announced Thursday.

Nominations deadline is April 15, with those elected to be named at the June convention of Advertising Federation of America, founder and sponsor of the hall. Actual election will be made by a judges council on basis of special achievement and service in the advancement of social and economic values of advertising. Nominees for the Hall of Fame plaque, which provides for 52 names by 2,000 A.D., must have been deceased at least two years prior to the June convention.

# front office

**WILLIAM K. McDANIEL**, assistant to **BOB LAWS**, sales manager ABC-TV Western Division, Hollywood, shifts to ABC Radio Western Division as sales manager.

**EDWARD J. HIRSHBERG**, president and general manager of WEDO McKeesport, Pa., and general manager of WACB Kittanning, Pa., appointed general manager of WEIR Weirton, W. Va., in addition to other positions.

**IRA MORTON**, WBKB (TV) Chicago account executive, to WOR-TV New York in similar capacity.

**MARVIN L. ROSENE**, general manager KIOA Des Moines, Ia., named general manager WLOL Minneapolis-St. Paul.

Mr. Rosene

**ROLLY FORD**, former manager CHUM Toronto, appointed national advertising manager CKNW New Westminster, B. C., replacing **JIM SCOTT** who is ill.

**GEORGE FUERST**, salesman, KJBS San Francisco, moves to KGO-TV that city.

**JOHN CRANDELL**, space salesman with Maloney, Regan & Schmitt, N. Y., newspaper representative firm, to WCBS New York as account executive.

**CHARLES D. FRITZ**, radio-TV account executive, The Katz Agency, Detroit, to John Blair & Co. as head of Detroit office.

**TED ARBER**, vice president of Community Service Broadcasting Corp., operator of WCSS Amsterdam, N. Y., elected president. **CHARLES A. PARSONS**, president of Parsons Inc., that city, named vice president. **WILLIAM H. SCHNAUDT**, station manager, named director.

**JACKSON FLEMING**, program director at KXL Portland, Ore., promoted to station's sales staff.

**HILDA LeBLANC CHASE**, sales staff of WFAA-AM-TV Dallas, Tex., appointed station's sales service director in addition to other duties.

**RICHARD GREY**, production operations manager, KTTV (TV) Hollywood, resigns.

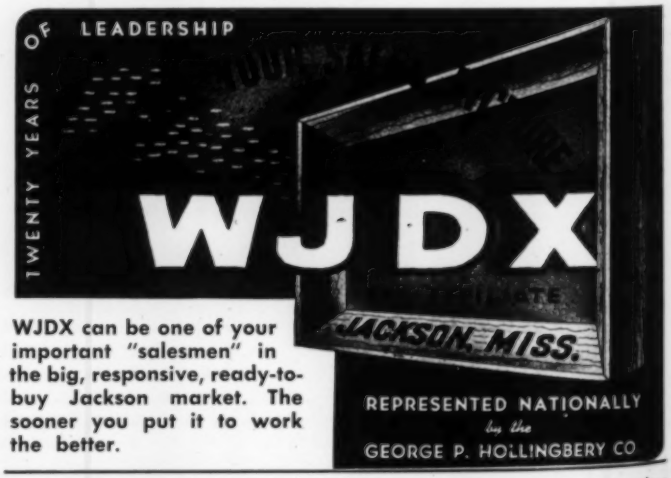
**GRAYCE McDONALD**, manager of contact department of central division of CBS Radio Spot Sales, Chicago, to New York office in same capacity.

**BUS GOODYEAR**, WFBC Greenville, S. C., and **DON PETERSON** join sales staff of WESC Greenville.

**JOSEPH WOLFMAN**, WOKY Milwaukee, appointed sales manager.

**BOB JOHN**, sales staff of Standard Brands, Knoxville, Tenn., and **ED DODSON** join sales staff of WNOX that city.

**EVERETT-McKINNEY Inc.**, N. Y., appointed national representative for WABI Bangor, Me., effective March 1.


**WJDX can be one of your important "salesmen" in the big, responsive, ready-to-buy Jackson market. The sooner you put it to work the better.**

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO

## Personals . . .

EDWARD LAMB, owner and president of WTVN (TV) Columbus, Ohio, awarded certificate of distinguished service from United Appeals Committee of Columbus in appreciation for all night show given by station on behalf of drive. . . . HARRY B. SHAW, sales manager of WSJS Winston-Salem, N. C., and Margaret Adams Lund married Jan. 12. . . . JORY NODLUND, WMAQ Chicago salesman, father of girl, Cynthia, Feb. 17. . . . ERNEST FELIX, assistant treasurer, ABC Hollywood, vacationing in Mexico. . . . GIL JOHNSTON, sales manager of WBBM Chicago, and his wife are vacationing in South for three weeks. . . . WILLIAM A. BANKS, president of WHAT Philadelphia, celebrated his leap year birthday on Feb. 29. . . . CHARLES M. UNDERHILL, national director of TV programming for ABC, elected member of board of directors of Save the Children Federation, N. Y. . . . DANIEL W. KOPS, vice president and general manager of WAVZ New Haven, re-elected director for three year term of United Fund for Greater New Haven area.

HARRY RENFRO, executive assistant to C. L. THOMAS, general manager KXOX St. Louis, appointed publicity chairman for Marine Corps Citizens Committee for St. Louis. Mr. Thomas will serve as general chairman 16th annual Gridiron dinner presented by city's Advertising Club March 6. . . . HORACE W. SCOTT, WGBS Miami account executive, named lieutenant governor Advertising Federation of America's fourth district succeeding Don Lynskey who moves to Memphis from Miami. . . . CHARLES HOLDEN, assistant national director TV program production for ABC-TV New York, to address CBC TV Clinic, Toronto, on methods of TV production developed by ABC-TV.

## McCRARY ON LEAVE

### To Campaign for Ike

TEX McCRARY, commentator on NBC's WNBC and WNBT (TV) New York, gives up his broadcast duties effective today (Monday) under a leave of absence requested in order to devote full time to campaigning for the nomination of General of the Army Dwight D. Eisenhower for President.

He said he felt the campaign work is my "obligation and duty as an American citizen" and that in his absence his wife, Jinx Falkenberg McCrary, would carry on their *Tex and Jinx* radio and TV shows. He indicated he would return "later this year."

His move came on the heels of an appearance on DuMont's *Author Meets the Critics* show in which he was accused of calling Sen. Robert A. Taft (R-Ohio), an opponent of Gen. Eisenhower for the Republican nomination, a "liar." Mr. McCrary denied the charge. He said on one of his own broadcasts on WNBC that he had characterized Sen. Taft's book as "careless with facts and distortion" and that he would not withdraw the criticism. WNBC then offered Sen. Taft five minutes of free time in which to reply, but Sen. Taft rejected the offer.

Mr. McCrary also has served as m.c. of an earlier Madison Square Garden rally for Gen. Eisenhower.

Station spokesmen emphasized that his decision to take a leave of absence was "absolutely voluntary on his part."

## MBS Show Commended

CITATION commending Mutual's *Man on the Farm* (Saturday, 12-12:30 p.m. local time) has been inserted in the *Congressional Record* by Rep. Charles Melvin Price (D-Ill.). Rep. Price's commendatory remarks also marked program's 14th birthday celebration. "Broadcast from a converted hen-house on an experimental farm in Libertyville, Ill.," Rep. Price stated, "These broadcasts interest city and farm folk alike and help keep alive the spirit of rural America." Series is sponsored on MBS by Quaker Oats Co.

**WVAM** has absorbed the facilities of WJSW to give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

*first with the finest*
*DAY AND NIGHT*

**Weed & Co.** *representatives*

1000 WATTS CBS IN ALTOONA WVAM 1430 ON YOUR DIAL


# RADIO MANUAL

### NARTB Aids Politicos

REVISED edition of NARTB's political primer, "Is Your Hat in the Ring," has been published for guidance of candidates for public office. Later a primer giving instructions on use of TV in political campaigns will be issued by NARTB, according to Robert K. Richards, public affairs director.

Purpose of the radio booklet "is to help men in public life to present their views by radio convincingly." As a handbook of helpful hints it is designed to bring about "clear presentation of public questions in the American home by radio."

Candidates are reminded that Americans regard the public interest in political life as "freedom of opportunity for both sides to be heard."

Chapters cover "The Radio Talk," with suggestion that a friendly, persuasive technique be used because the candidate actually is addressing a large number of small groups listening in their homes. Tips are given on arousing interest in a chapter titled "A Thought Before Writing Your Talk." The chapter on writing reminds that simple, picture words and short sentences are most effective. Tips on timing are given in the final chapter.

Appendices include excerpts from the Communications Act and FCC rules, concluding with a tabulation of total Presidential votes since radio came into public use in 1920. Total ballots have increased from 26,705,346 in 1920 to 48,833,680 in 1948.

Copies of the booklet are available at the NARTB Public Affairs Dept., 1771 N St., N. W., Washington 6, D. C.

## 'AMERICA SPEAKS'

### Gallup Show for Radio, TV

SERIES, *America Speaks*, a 15-minute weekly on TV also to be produced for radio, starring Dr. George Gallup and his public opinion analyses, is being offered to agencies and sponsors by George F. Foley, president of Foley & Gordon Inc., for a 26-week pre-election run, it has been announced.

Series will feature opinion trends on political candidates, parties and issues, attitudes on foreign and domestic policy, surveys on living cost, family life and national habits, with actor Rex Marshall and an unannounced actress posing as a typical American couple, discussing the topics with Dr. Gallup. Format will remain essentially the same as the 1948 version of program, also produced by Mr. Foley, sponsored on CBS-TV at that time by Merrill, Lynch, Pierce, Fenner & Beane, brokerage firm.

STAFF party was held at WAVZ New Haven, Conn., to celebrate 100% increase in its fan mail count over January 1951. Event was planned as thank you to station's air personnel and administrative staff.


*It's Not Magic*

*. . . Just Plain Facts!*

KWK delivers listeners in the St. Louis area at the ***lowest average cost per thousand**** for 15 out of the 18 hours of the broadcasting day!

It's also a fact that KWK ***serves more local sponsors*** than any other St. Louis network station!

Your nearest ***Katz man*** has the complete story!

*The Pulse, Inc., Nov.-Dec. 1951

***Globe-Democrat Tower Bldg.***
***Saint Louis***

KWK

*Representative*
*The* **KATZ AGENCY**

## Clothing Budgets

*(Continued from page 27)*

been using mostly morning and late evening quarter-hour radio news programs in about 30 cities. The company also is about to launch a television operation with sponsorship of one hour, alternate weeks, on KRON-TV San Francisco and a quarter-hour program on KPRC-TV Houston early this month. A 45-minute program, once a week, has been running for the past few weeks on KRLD-TV Dallas.

Neff-Rogow, New York, handles the Bond Stores advertising.

Ripley Clothes, through the Bobley Co., New York, spends approximately $100,000 a year on its radio and television campaign and currently is sponsoring Martin Block on WNEW New York.

The Ripley Stores—25, located in the eastern section of the U. S.—now are also sponsoring 15 time signals a week on WFIL-TV Philadelphia and are planning to start a similar test of time signals on WCBS-TV New York early this month.

The agency and advertiser are currently revising the budget and are expected to have further radio news within a couple of weeks.

Howard Clothes, New York, a radio veteran of 25 years, is currently conferring with its advertising agency, Peck Adv., New York, in regard to the spring budget. Details are expected within a fortnight. The firm had been using spot radio in five markets until last week.

The Howard Stores comprise 56 outlets extending as far west as Minneapolis. The customary annual radio-TV budget for Howard has been in the neighborhood of $300,000.

Howard continues to sponsor *The Jimmy Powers Sports Show*, quarter-hour strip, five times weekly, on WPIX (TV) New York. Barney's Clothes, one of the largest local clothing firms in New York, has increased its radio budget 20% over last year. Barney's is said to spend about a quarter of a million dollars annually in radio.

Barney's sponsors, currently on a 52-week contract, several hundred spots a week on three New York stations: WNEW, WMCA and WINS. Additional radio plans are expected to be revealed shortly.

Agency for Barney's is Emil Mogul Co., New York.


*What a Buy!*

N
A B C
C

PROGRAMS

*For "Minutes" & Chain Breaks*

IN

YOUNGSTOWN, O.

5000

WATTS

*Serving America's 34th Market*

WFMJ

REPRESENTATIVES

Headley-Reed Co.


## CROSLEY SALES

### *Two Staffs Are Formed*

CREATION of two separate sales organizations for the Crosley Division has been announced by John W. Craig, vice president of Avco Mfg. Corp., Cincinnati, and general manager of Avco's Crosley Division. Change has been made to take care of the broad expansion of products now sold by Crosley.

One sales force will handle refrigerators and appliances while the other will deal in radio and TV sales. W. A. Blees, vice president of Avco in charge of Crosley sales, will head both sales groups. L. F. Cramer, assistant general manager, will coordinate all radio-TV functions and Inwood Smith, assistant general sales manager, will assist the general manager on special assignments.

In the refrigerator and general appliance division, F. F. Duggan has been appointed general sales manager and E. W. Gaughan will serve the radio-TV sales force in that capacity. Both men have been associated with the sales department of the company.

Mr. Blees has appointed M. R. Rodger western divisional sales manager and T. H. Mason eastern divisional sales manager in the appliance division. H. E. McCullough will serve as field sales manager for TV and radio.

## Benjamin G. Kaplan

BENJAMIN G. KAPLAN, 63, died Feb. 25 in Philadelphia. Mr. Kaplan was president of the Hancock Payne Adv. Organization in Philadelphia. He also was advertising counsellor for a number of federal savings and loan associations. Surviving are his wife, Jennie; two sons, Herbert and Eugene; a daughter, Mrs. Hortense Goodritz, and two sisters.

# IRE MEETING

### *40 of 220 Papers Relate to TV*

TELEVISION, with the accent on UHF and color, is the major attraction of this year's annual convention of the Institute of Radio Engineers starting today (Monday) in New York. More than 40 papers, roughly 20% of the 220 scheduled for delivery during the four-day meeting deal with some phase of video engineering.

More than 25,000 engineers from almost every country in the world except Russia are expected to attend one or more of the 43 technical sessions or to visit the four floors of exhibits of latest developments in all types of electronic equipment displayed by 356 manufacturers at the Grand Central Palace. Technical sessions will be held at the Waldorf-Astoria Hotel, convention headquarters, and at the Belmont-Plaza and in the Palace.

Director of Defense Mobilization, Charles E. Wilson, will make the main address at the Wednesday night banquet at which William L. Everitt of the U. of Illinois, past IRE president, will be toastmaster. At the banquet W. R. G. Baker, General Electric vice president, will receive the institute's 1952 Medal of Honor for his "outstanding direction of scientific and engineering projects; for his statesmanship in reconciling conflicting viewpoints and obtaining cooperative effort and for his services to the Institute."

**Will Receive Prize**

H. W. Welch Jr. will receive the Morris Liebmann Memorial Prize for an engineering paper on magnetrons. The Harry Diamond Memorial Award will be presented to Newburn Smith for "fundamental work on radio wave propagation." The IRE Editor's Award will go to Jerome Freedman for a paper on "Resolution in Radar Systems."

B. D. Loughlin of Hazeltine Electronics Corp. will be awarded the Vladimir K. Zworykin Television Prize for outstanding technical contributions in the field of electronic TV during the past year. Also at the banquet session, 45 IRE members will be given fellowship awards for outstanding contributions to radio engineering—largest group ever to be so honored.

Dr. D. B. Sinclair, General Radio Co., new IRE president for 1952, officially will take office Tuesday noon at the Presidents' Luncheon, at which Ivan S. Coggeshall, Western Union Co., will preside.

Dr. Baker will describe the composition and activities of the National Television System Committee, of which he is chairman, towards perfecting standards for a compatible system of color TV at a Tuesday evening special symposium on the present status of NTSC standards, with A. G. Jensen of Bell Telephone Labs. as chairman. A. V. Loughren, Hazeltine Electronics Corp.; E. W. Engstrom, RCA, and D. B. Smith, Philco Corp., also will participate in the NTSC session.

Another TV symposium on station construction and theatre conversion is scheduled for Tuesday afternoon with Raymond F. Guy, NBC, as chairman. J. R. Poppele, WOR-TV New York; J. G. Leitch, WCAU-TV Philadelphia, and C. J. Dodd, WFAA-TV Dallas, will present papers on their studio and transmitter buildings. The theatre conversion problems of three TV networks will be discussed by A. A. Walsh, NBC; A. B. Chamberlain, CBS, and J. M. Middlebrooks, ABC.

Audio and video systems for TV broadcasting will be discussed in five papers at a Tuesday morning symposium chairmanned by W. B. Lodge of CBS. Three other technical sessions on TV problems of various natures are scheduled.

Transistors, tiny substitutes for vacuum tubes in many fields of electronics, will be discussed at a Monday afternoon symposium on transistor circuits.

R. P. Moore, RCA, at this session will describe a simplified method for analyzing transistor circuits in a paper dealing with the use of transistors in band-pass amplifier circuits, based on RCA's experimental studies which show junction-type transistors of help in solving noise problems in amplifier circuits, particularly at low frequencies.

Noting that RCA has been devoting a great deal of study to the use of the transistor in amplification, where it "promises to have certain advantages over the vacuum tube," Mr. Moore's paper analyzes several types of circuits employing transistors and gives indications of their potentialities.

**Careful Design**

"The circuits shown are all practical circuits," Mr. Moore explains. "However, practical experience has shown that they should be carefully designed, since they depend to a large extent upon the characteristics of the transistor which at this stage of the art are not too uniform. To minimize this difficulty it has been found desirable to operate the transistor in such a way that the input impedance is very high but still positive."

There also is scheduled a symposium on management of research and development. Two sessions, Tuesday afternoon and Wednesday morning, will be devoted to UHF receiver design. Cathode ray tubes will be the subject of a Thursday afternoon technical session, third of a series on electron tubes which will also include sessions on power output gas tubes on Wednesday afternoon and on small high-frequency tubes on Thursday morning.

Convention will open this morning (Monday) with the annual IRE meeting at which Alfred N. Goldsmith and John V. L. Hogan will review the institute's 40-year history.

# FM 'BEEP' MUSIC

## FCC Policy Seen Eased

SOFTENING of FCC's attitude toward the functional music operations of FM stations is believed implied in Commission action last week renewing the license of WKRC-TV Cincinnati.

The Cincinnati TV station was put on temporary license some months ago because its FM affiliate was engaged in special "beep" operations. It is customary with FCC to place all operations of a licensee on temporary license when one of them is under scrutiny.

According to *Cincinnati Times-Star* officials, the functional music operations consist of five experimental installations. None has ever been put on a commercial basis.

Since the Commission renewed a number of other licenses where FM stations were engaged in functional broadcasting, WKRC-TV executives requested that their TV station be considered in the same light. Last week's action was the result.

FCC has been studying the implications of specialized FM services since last May. At that time it questioned the legality of such operations on the ground that it tended toward abdication of the licensee's responsibility. Correspondence with a number of such FM stations last year culminated in a joint petition by 13 stations denying the FCC's interpretation of what functional music operations threatened and asking for a rule-making hearing to formalize these new operations [B•T, May 31, 21, 7, April 16, 1951]. From time to time, reports have indicated that the Commission finally was going to issue a report, but to date none has been made public.

According to one report of last week's Commission meeting, the Commissioners have swung away from the legalistic interpretation of the rules in sympathy for the plight of FM operators. Other specialized services which FM stations are engaged in are storecasting and transit radio.

Constitutionality of transit radio is scheduled to be argued before the Supreme Court today.


WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

*Roy F. Thompson*

Represented by
Robert Meeker Associates

**PLAQUE of accomplishment was awarded by New York Advertising Club to Howard G. Stokes (second from l), advertising pioneer at AT&T and one of originators of Bell System's radio program, *The Telephone Hour*. L to r: James G. Hanna, vice president in charge of radio-TV, N. W. Ayer & Son; Mr. Stokes, who retired from AT&T in 1948; Wallace Magill, producer of *The Telephone Hour*; John B. Hunter, vice president of N. W. Ayer, and Will Whitmore, radio advertising manager, AT&T. Mr. Stokes, credited with originating familiar phrase, "The Voice With a Smile Wins," took part in *Telephone Hour* broadcast in early February from Carnegie Hall in a special anniversary program.**

# ADVERTISING IN '72

## *Harper Tells AMA*

TELEVISION will be the number one medium for the large advertiser in 1972, when all homes in the country "will be television homes just as today all homes are radio homes," Marion Harper Jr., president of McCann-Erickson, said Thursday. Prediction was included in an address on "Advertising in 1972" delivered before the New York Chapter of the American Marketing Assn.

For the small local advertisers, Mr. Harper said, "we will see the development of insertions in TV programs similar to the way that insertions are purchased in print media today." He predicted that magazines and newspapers will "undergo significant changes in their editorial presentation" and that they will be supplemented by "facsimile presentation in the better-able-to-buy homes."

Twenty years hence, when three-dimensional TV and subscription TV have joined color television as "realities," radio will still be with us but it "may become a medium devoted almost exclusively to music and news," the agency president stated.

In 1972 there will be a total advertising volume of approximately $11 billion, Mr. Harper prophesized, adding that he was assuming on the basis of 1952 dollars and that his prediction should be adjusted upwards for any future decline in the dollar's purchasing power. He foresaw leading advertising agencies becoming "increasingly marketing agencies, integrating into general business counsel all of the factors that go into the movement of consumer and industrial goods." Distribution costs will remain on about their present level, he said, although "the share of advertising in the total costs of distribution will be further reduced."

Mr. Harper stated that "the abundance of leisure time resulting from advanced technology and the trends toward shorter work weeks, paid vacations, old age pensions and advanced medical knowledge will give advertising an opportunity to advertise new products and services, thus educating the public in ways to use creatively the fruits of our productive economy in leisure time. There will be a great emphasis on 'do it yourself' in products and advertising.

"The next 20 years will see the re-emergence of the family unit as the core of our social system," he predicted. "More persons will participate in buying decisions, thus requiring family appeal both in media and copy. There will be a greater emphasis on products and services for the home and the family."

"Advertising will bear a bigger burden of building consumer franchises because of the increased impersonal nature of the retail outlet," required by greatly increased production facilities and a broadened base of purchasing power, he said. Hence, "the function of research, planning and market strategy will become one of the most important services of the advertising agency."

Mr. Harper also predicted increasing use of paid time and space for public relations purposes.

## Names Taylor

WLAW Lawrence, Mass., ABC outlet for Greater Boston area, has named O. L. Taylor Co. as its exclusive national representative, effective Saturday (March 1). Station is on 680 kc with 50 kw.


Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

| Monday thru Friday | Station B | Station C | WDEF | Station D | Station E |
|---|---|---|---|---|---|
| 7:30 to 8:00 A.M. | 3.2 | 2.0 | 11.0 | 2.3 | 1.0 |
| 8:00 to 8:15 | 2.8 | 2.8 | 13.0 | 3.1 | 2.8 |
| 8:15 to 8:30 | 2.1 | 1.4 | 11.0 | 3.3 | 3.0 |
| | SHARE OF RADIO AUDIENCE | | | | |
| | B | C | WDEF | D | E |
| 8:00 A.M.—12:00 Noon | 9.3 | 12.2 | 33.5% | 21.1 | 22.3 |

WDEF
CHATTANOOGA

1370 KC
5000 WATTS
Carter M. Parham, President

REPRESENTED BY BRANHAM

# air-casters

**WILLIAM DOZIER**, head of CBS, TV's story department and director of network's search for new talent named CBS-TV executive producer in charge of dramatic programs succeeding **DONALD DAVIS**, promoted to producer of *Studio One* [B•T, Feb. 11].

**GEORGE REEVES**, publicity, promotion and merchandising department of WBAP-TV Fort Worth, Tex., left for U. S. Army Feb. 20. He has been replaced by **AUDREY WEBER**, formerly with Hollywood office of J. Walter Thompson Co.

**GEORGE HEINEMANN**, TV program manager at NBC Chicago, named director of television for American Cancer Society fund drive there.

**BYRON R. KELLEY**, resident director, Laguna, Calif., Summer Theatre, to CBS-TV New York in similar capacity.

**DON DAUER**, Kansas announcer, to WSYR Syracuse announcing staff.

**FRANK PARIS**, editing department, CBS Radio, Hollywood, named an assistant director. Succeeding him is **PERRY CHAPMAN**, script department.

**MASON WEAVER** returns to WXYZ-TV Detroit as floor manager after year and half service with Medical Corps in Korea.

**SYD DAVIDSON**, announcer, CBI Sydney, N. S., to CBH Halifax, and **LEN COSH**, CBI announcer, to CBC International Service, Montreal.

**BILL NEAL**, WCAV Norfolk, Va., disc jockey, honored by Muntz TV at banquet in Washington for his work for company. Muntz sponsors 90 minutes of his show daily.

**DON THOMPSON**, program operations supervisor, KNBH (TV) Hollywood, shifts to NBC-TV Hollywood as program operations manager. Succeeding him is **JAMES G. DAMON**, his assistant.

**LOU RIEPENHOFF**, WMAW Milwaukee, to WEMP that city as public service director.

**PHIL WILSON**, formerly announcer at WLEE Richmond, Va., to WMAL-AM-TV Washington in same capacity.

**GEORGE ANTHONY**, announcer at KXL Portland, Ore., named station's program director.

**CHARLES A. HENDERSON**, manager of Atwater Kent Foundation, Hollywood, joins NBC-TV motion picture staff to work on forthcoming *Victory at Sea* television series.

**PATTY IANNONE**, TV actress, assigned role in Paramount Pictures film, *War of Worlds*.

**ROBERT M. WHITEHEAD**, program director at WHWL Nanticoke, Pa., appointed assistant program director at WBAX Wilkes Barre.

**RUTH TALLEY**, WIP Philadelphia record librarian, who recently married, is leaving station. She will be replaced by **GEORGE SMITH**, former record librarian for WIP'S *Dawn Patrol*. **BILL PORTER** joins staff as record librarian replacing George Smith on *Dawn Patrol*.

**SAM SEROTA**, WIP Philadelphia director of special events and educational broadcasts, will conduct classes for radio workshop of The Junto, Philadelphia adult education series.

**MARGARET M. KEARNEY**, co-ordinator of radio-TV activities for Diocesan School System, Phila., appointed educational director of WCAU-AM-FM-TV Philadelphia.

**ANN SLATER**, secretary to **ROBERT PELGRAM**, press manager KNBH (TV) Hollywood, elevated to press department assistant.

**SHERRY NELSON**, CBH Halifax, announcer, to CBM Montreal.

**BRETA GRIEM**, conductor of *What's New in the Kitchen* seen daily on WTMJ-TV Milwaukee, selected for fifth year to serve as superintendent of food service for all state operated concessions at 1952 Wisconsin State Fair.

**LOU GOLSON** appointed chief announcer at WANN Annapolis, Md., replacing **ARCH HARRISON** who joins production staff of WBAL-TV Baltimore. **MAC LEONARD**, WRCN Shreveport, La., and **JOE BELAIR** to WANN's announcer-disc jockey staff.

**BOB FULMER**, WTTM Trenton, N. J., joins announcing staff of WMAL-AM-TV Washington.

**JOHN GALE**, WTAO Cambridge, Mass., sportscaster and disc jockey, to WINN Louisville, Ky.

**ROSS McLEAN**, talks producer of CBU Vancouver, to CBC-TV Toronto.

**DARLEEN BRUNS**, KSUM Fairmont, Minn., to KIST Santa Barbara, Calif.

**MIKE KELLIN**, New York TV actor, assigned role in Paramount Pictures feature film, *Hurricane Smith*.

**RAY WILSON**, program director at KSBW Salinas, Calif., to KFMB-AM-TV San Diego announcing staff.

**ELMER MUSCHANY**, program director, KXOK St. Louis, appointed to board of directors of Missouri Broadcasters Assn. as member of committee to work with BMI Young Composers Radio Award Contest.

**GLORIA GORDON**, who portrays Mrs. O'Reilly on CBS Radio-TV *My Friend Irma*, ordered by doctor to take year's rest from TV version.

**RICHARD HILL**, program director, WTSV Claremont, N. H., named city's outstanding man of the year by Junior Chamber of Commerce for community service programs he originated.

**GUNNAR RUHEIMER**, producer of CBC International Service, Montreal, to CBC-TV Toronto.

**HIRAM SILK**, announcer-operator of CBT Grand Falls, Newfoundland, awarded third prize in annual Peabody Institute of Music competition for organ composition.

**ANDREW ALLAN**, producer of CBL Toronto, on leave for past year in England, returns to CBC program headquarters, Toronto.

**BOB BELL**, announcer-operator, CKRM Regina, to CBX Edmonton.

**KONNIE KUPKA**, WMT Cedar Rapids, Iowa, to KVWO Cheyenne, Wyo., as women's program director.

**BILL ESTEP**, staff announcer at WESC Greenville, S. C., father of boy, Douglas Sherril, Feb. 11.

**LEW KLEIN**, WFIL-TV Philadelphia producer, married Janet Surmon on Feb. 24.

**HILLIARD MARKS**, producer, CBS Radio-TV *Jack Benny Show*, father of girl, Victoria Jessica, Feb. 23.

**BILL OSTBERG**, announcer at WTAG Worcester, Mass., father of girl, Nancy Ellen, Feb. 19.

**STEVE PAIETTA**, member of musical group on Columbia Pacific Network *Jack Owens Show*, married Kay McKenna Feb. 23.

**MONROE BENTON**, director of news and publicity for WNYC New York, to marry Myrna M. Altman March 8.

**BOB HENRY**, WXYZ Detroit, announcer, father of boy, Robert Jr., Feb. 14.

**EDWARD SANCHEZ**, production manager, WXYZ-TV Detroit, father of boy, David, Feb. 1.

## GLENN McCARTHY FIRM
### Equitable Life Takes Over

RADIO and TV activities of Texas oil producer Glenn McCarthy are not involved in the transfer of control of McCarthy Oil & Gas Co. to the Equitable Life Assurance Co., it was announced last week.

Both KXYZ-AM-FM Houston and TV station concessions in Guatemala and Venezuela, which Mr. McCarthy announced he had received from those Latin American governments [B•T, Feb. 18], are held individually and are not part of the oil and gas company's holdings. KXYZ is a TV applicant for Houston.

In addition to the oil and gas company, Equitable also took over control of the Shamrock Hotel, Houston showplace built by Mr. McCarthy.

The insurance company moved in to protect a $34,100,000 debt owed by the McCarthy company, it announced. It said that although Mr. McCarthy's company had been paying interest, it had not amortized the principal during the last few years.

## *News* . . .

**MALCOLM ALLEN** and **FREDERICK SHEEHAN**, newswriters, ABC New York promoted to news editors.

**STEPHEN W. CUSHING** joins CBS Radio news staff, Washington, replacing **LOUIS CIOFFI** assigned to CBS Radio news team covering Tokyo-Korea area.

**RAY GIRARDIN** joins CKLW Detroit as newscaster in addition to reporting assignments at *Detroit Times*.


The Dominant Station Covering the Rich Industrial and Agricultural Area of SOUTHERN COLORADO

K G H F

PUEBLO, COLORADO

5000 w ABC

*announces the appointment of*

GILL-KEEFE & PERNA, INC.

NEW YORK — Helen Gill

CHICAGO — Howard Keefe

WEST COAST REPRESENTATION:
Tracy Moore & Associates



KLIX

IS KLICKIN'

## Our Respects to

*(Continued from page 52)*

boys wear for that firm in a two year period.

Then he joined a women's ready-to-wear company as traveling salesman for about a year. Upon returning to San Francisco in 1932, young Mr. Morgan set himself up in business as representative for 17 manufacturers of ladies apparel.

It was just about then that the enterprising young man got an idea for a new style in women's gloves. He became a manufacturer. Starting out with two rented sewing machines and a staff of eight persons in a one room loft, he soon was occupying the entire floor of that San Francisco building and had 50 employes on the payroll.

Meanwhile, Mr. Morgan was tinkering with radio. A ham operator from childhood days, he was interested in writing and production as well as the technical side of medium. He sold his glove manufacturing business in early 1934 for a handsome profit and became a program packager under the name of Morgan Production Co.

He took over several unused remote radio studios in the Bellevue Hotel and originated a variety of dramatic shows for various stations and advertisers in the area from that spot.

When Philip G. Lasky, general manager of then KTAB San Francisco, was looking for a program director in March 1935, he chose Mr. Morgan for the assignment. Morgan Production Co. went out of business.

Shortly after, KTAB became KSFO and the CBS San Francisco affiliate. For the next five years, in addition to station duties, Mr. Morgan directed various CBS network programs that originated from that area. Responsibility also included supervision of all CBS programs originating from Golden Gate International Exposition on Treasure Island during 1939 and 1940.

Ralph Edwards, for many years m.c. and star of *Truth or Consequences* on NBC and CBS and with the *Ralph Edwards Show* now on NBC-TV, was a KTAB part-time announcer and U. of California student when Mr. Morgan first went to work at that station.

He further recalls that Art Linkletter, star of NBC *People are Funny*, CBS *House Party* and ABC-TV *Life with Linkletter*, had a daily CBS *Toast to the Town* with sponsor Roma Wine Co. from San Francisco "in those days" (1940). Renzo Cesana, now of *The Continental* on CBS-TV, was then Roma advertising manager. Mr. Morgan supervised production.

Interest in education prompted the KSFO program director to inaugurate a series of programs for students of various ages in the area. When text books on radio were needed for teachers, he turned out two. He wrote *Encyclopedia of Radio Broadcasting* and *An Outline of Radio Broadcasting* which still are being used.

So impressed was the San Francisco Board of Education with his efforts they made him director of KALW (FM) there in 1940.

Mr. Morgan put into action a system of education by radio that is still followed by the school department of that city.

### Further Schooling

It was during this time that Mr. Morgan decided to complete his education. For the next five years he took various extension and correspondence courses and attended summer sessions as well. He graduated as teacher in vocational education from UC at Berkeley in the spring of 1945. He has a life certificate as teacher in California, too.

With the United Nations Conference in San Francisco, Mr. Morgan in the spring of 1945 was called upon to coordinate broadcast activities for all the independent stations covering the six weeks' event. It brought him nation-wide attention in the industry.

Packing bag and baggage, Mr. Morgan in August 1945 went looking for greener fields and moved to Los Angeles.

The similarity in names prompted Jim Morgan to call upon Raymond R. Morgan. He went to work for that agency man on Oct. 1, 1945, as dramatic producer of MBS *Mystery is My Hobby*, then sponsored by The Knox Co.

Five months later, he was named manager of *Queen for a Day*, taking on added responsibility of program producer almost a year to the day he joined the agency. He was elected vice-president in charge of radio and television on June 1 of last year.

Mr. Morgan's enthusiasm is infectious in work and play. An excellent listener, associates declare he usually comes up with a good answer.

Despite his busy schedule, Mr. Morgan finds time to serve on industry committees and he always follows through, never leaving assignments for others to pick up.

With TV his avocation as well as part of his vocation, he has keen interest in film production. Mr. Morgan is an expert photographer and considers it his major hobby. He has carried it out to extent of having built a professional sound stage for his TV film experimental work. It is located on the 3½ acre estate in exculsive Northridge some 25 miles from Hollywood, where he and Mrs. Morgan, the former Mildren Andrews, make their home.

Second choice in hobbies is breeding of St. Bernard dogs, but he also goes in for pedigreed game foul. The prolific Mr. Morgan is an accomplished musician, too. Besides violin and string base, he plays the guitar.

First vice president of Hollywood Ad Club, Mr. Morgan is a Mason, Shriner and member of Los Angeles Saints & Sinners and San Francisco Press Club.

Mr. Morgan claims no particular philisophy but believes in doing the best he can and keeping an open mind at all times, thus giving the other fellow a chance.

## SEATTLE AD WEEK

### Committee Is Announced

JAMES McLAUGHLIN, Seattle manager of the John Keating Co., has been named chairman of the Advertising and Sales Club of Seattle's radio-TV committee for Advertising Recognition Week. Overall chairman for the program of focusing public attention on advertising's role in American life is Jerry Crollard, Ruthrauff & Ryan, Seattle.

Serving with Mr. McLaughlin are Arthur E. Gerbel Jr., KJR; Archie Taft Jr., KOL; Kenneth Yeend, KIRO; Lincoln W. Miller, KXA; George Dean, KOMO; Harry Long, KVI; Robert Kilpatrick, KING; Al Hunter, KING-TV; Ted Bell, KRSC; Elwood Lippincott, KISW (FM), all Seattle; and Mac McKenzie, KMO Tacoma. Ralph Combs, Borell & Jacobs, Seattle, is agency representative.

Radio coverage via all Seattle stations features 15-second, 25-second and one-minute spots, all with the tagline: "Remember—Advertising saves you money." For television, the committee has provided 20-second and one-minute spots, plus a 20-minute film, "The Magic Key."


FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Why WFBR is BIG in Baltimore

NO. 2 OF A SERIES

MORNING in MARYLAND

This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

**JOHN C. HOLAHAN**, general counsel for Foley & Gordon, N. Y., radio-TV production and management firm, elected vice president. He will continue as general counsel.

**THEODORE W. RUNDELL**, chief refrigeration engineer for Philco Corp., named vice president in charge of engineering of Servel Inc.

**MAX GRAFF**, senior partner in Townsend, Graff & Co., New York brokerage firm, appointed to board of directors of Audio & Video Products Corp., N. Y.

**THOMAS ADAMS**, sales staff of Zenith Radio Corp. of Canada Ltd., Windsor, Ontario, named company's sales manager.

**LOUIS GOLDSTEIN**, managing director for Columbia Pictures International in Germany, to Hygo Television Films Inc., N. Y., as vice president.

**BARRY T. LEITHEAD**, president of Cluett, Peabody & Co., N. Y., elected director of B. F. Goodrich Co., same city.

**JACK McDONALD**, formerly of *York Dispatch*, York, Pa., and *Washington Star*, Washington, to Associated Press's Washington office on radio staff.

**DOROTHY DeMAYO** appointed studio manager of United Producers Studios, L. A., in charge of future distribution of Courneya Productions.

**MORTON LEE** joins British Industries Corp., N. Y., as sales engineer.

**ROBERT L. TAYLOR** joins Hill & Knowlton, N. Y. public relations firm, as vice president.

**ALLAN STONE**, merchandising director of Kagran Corp., N. Y., elected vice president.

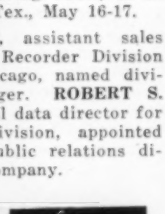
**LARRY SCHWARTZ**, president of Wexton Co., N. Y., re-appointed lecturer in School of Business, City College of New York.

# allied arts

**COMDR. T. A. M. CRAVEN**, Craven, Lohnes & Culver, consulting engineers, Washington, will address Fourth Southwestern IRE Conference and Radio Engineering Show, to be held in Houston, Tex., May 16-17.

**DONALD MORSE**, assistant sales manager of Tape Recorder Division of Eicor Inc., Chicago, named division's sales manager. **ROBERT S. SAICHEK**, technical data director for Eicor's Rotary Division, appointed advertising and public relations director for entire company.

Mr. Morse



Mr. Saichek

**AL PETKER & Assoc.**, Hollywood promotion and program packager, preparing transcribed five-a-week quarter-hour disc m.c. radio show, *Tops in Hollywood*, to be given away to radio stations. Program will feature contests involving products of Mr. Petker's clients.

**MEL ANGLE**, news editor, KGIL Sherman Oaks, Calif., to Studio Recording Services Division of Capitol Records Inc., Hollywood, sales promotion department.

**SCHWERIN RESEARCH Corp.**, N. Y., announces promotion of three executives. **WILLIAM KALAN**, company's sales manager, elected vice president in charge of client relations; **RAYMOND K. MANEVAL**, director of production, elected vice president in charge of production, and **DONALD H. McCOLLUM**, assistant sales manager, named sales manager replacing Mr. Kalan.

**ROBERT A. STREET**, ABC radio network account executive, to Henry F. Budde Publications, San Francisco, as general advertising manager.

**WALLACE MIDDLETON**, co-partner, Donaldson-Middleton Inc., Hollywood talent agency, to Wynn Rocamora Agency, same city.

**LEON G. POLLARD** appointed electronics research engineer in charge of Water Mill, L. I., laboratory of Western Union Telegraph Co. He is replaced by **WILLIAM D. BUCKINGHAM**, now assistant electronics research engineer.

## *Equipment . . .*

**TELEVISION TRANSMITTER Div.**, Allen B. DuMont Labs., Clifton, N. J., announces production of DuMont Mobil-Mount Dolly featuring easy, quick camera manipulation. Single small one hand steering lever turns all four wheels simultaneously to any direction for "dolly shot."

**CORNING GLASS WORKS**, Corning, N. Y., announces manufacture of 17-inch rectangular all-glass bulb for use in production of TV picture tubes. New bulb offers 375 sq. in. picture which is approximately 19% larger than present 21 inch size. Volume production is scheduled for May.

**DAVIS ELECTRONICS**, Los Angeles, announces production of new TV antenna known as Davis Super-Vision Antenna which reduces or eliminates ghost problems due to excellent pattern, produces clearer pictures up to 125 miles away from station, minimizes interference and utilizes only one transmission line.

**TECHNICAL APPLIANCE Corp.**, Sherburne, N. Y., announces manufacture of new channel separator for use with its Tacoplex Master Antenna Distribution System in community installation. New unit is available as two-channel model designated as Catalog No. 1512 or three channel model designated as Catalog No. 1513.

## *Technical . . .*

**ANDREW L. HAMMERSCHMIDT**, supervisor of technical operations at WNBK (TV) Cleveland, to NBC-TV New York. He will be replaced by **WILLIAM A. HOWARD**, station's TV maintenance supervisor.

**ED McLEOD** to WCBT Roanoke Rapids, N. C., as chief engineer and early morning man.

**BUD SPENLEN**, WCKY Cincinnati engineer, father of boy, Stephen, Feb. 2, and **GEORGE HANNA**, engineer at WCKY transmitter, father of boy, Phillip James, Feb. 16.

**W. A. DUFFIELD** named assistant operations engineer of CBC Montreal.

**GORDON SADLER**, operator at CHFA Edmonton and formerly chief engineer of CFGP Grande Prairie, Alberta, and **WES HARRISON**, operator of CKY Winnipeg, to technical staff of CBX Edmonton.

**HARRY HANDFIELD** appointed chief engineer at WOTW Nashua, N. H., and **JOHN BUTLER** joins station's engineering staff.

## *VOA HITS MARK*

### *Barrett Tells Ga. Editors*

THE VOICE of America is overcoming Russian jamming at least 100% better than two years ago and under the U. S. "Campaign of Truth" America has substantially strengthened its radio network, Edward W. Barrett, former Assistant Secretary of State for Public Affairs, told Georgia editors Feb. 23.

Mr. Barrett, who resigned his State Dept. post to re-enter private industry, addressed the 24th annual Georgia Press Institute at a meeting on the U. of Georgia campus. He was a guest of the *Atlanta Constitution* (WSB-AM-FM-TV).

All evidence tends to disprove the attitude "that the free world is losing the battle for men's minds," Mr. Barrett asserted. He also noted that Communist Party membership has dropped off in every free nation the last four years.

The role of advertising, newspapers and automobiles in building democracy was dissected at another session by Norman Strouse, Detroit advertising executive. "Without advertising, the enormous market for industrial products, without which mass production and a high standard of living would not have been possible, could not have come into being," Mr. Strouse told editors, noting they are the keystone to leisure and communications under democracy.

## Night Listening Up

NIGHTTIME listening is increasing in the Westerly, R. I., area, according to survey by Robert S. Conlan & Assoc., Kansas City. WERI Westerly reported that 33.2% of the potential nighttime audience is listening to radio. This is said to be a gain of a full per cent over 1951. Hourly nighttime percentages reach 39.8% of the potential, it was added. Total of 6,325 basic calls were made from Jan. 28 through Feb. 1 for the survey.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# SLANDER SUIT

## Reaches Across Border

WHEN an alleged slander about an Ontario resident has been broadcast from a radio station in the U. S., the trial for damages should be heard in Ontario where the plaintiff lives, Chief Justice McRuer of Ontario ruled at Toronto on Feb. 19. The action sets a precedent.

Clifford Jenner, a Toronto broker-dealer, is seeking damages from Sun Oil Co. Ltd., a Canadian firm, Sun Oil Co. Ltd. of New Jersey, and also from Ray Henle and Ned Brooks, American radio announcers and WBEN Buffalo.

Mr. Jenner claims that defamatory statements were made about him in broadcasts on an NBC network broadcast last March 12, 13 and 14, and these were heard by Ontario residents. An application for a writ of summons for serving out of Ontario on the U. S. defendants was issued last July. Chief Justice McRuer on Feb. 19 dismissed an application to have this order set aside.

The writs have already been served, but since this is not a criminal action there can be no extradition. In civil cases where Americans are defendants, judgments can be collected only if there are assets in Canada. It is understood that there will be an appeal from the decision.

Chief Justice McRuer stated that "the matter to be decided is of great importance not only to those concerned in radio broadcasting but to everyone within Ontario who wishes to protect his good name from attacks made from abroad by means of radio broadcasting . . . I have come to the conclusion that there are fundamental and common sense principles which govern the present case. Radio broadcasts are made for the purpose of being heard. The program here in question was put on the air for advertising purposes."

He stated he considered it a startling proposition to say that a person could "utter defamatory matter which is heard in a Canadian province and not be said to have published a slander in the province in which it is heard and understood."

## BMI Honors WNYC

WNYC, municipal station of New York City, has been cited by Broadcast Music Inc. "for service in music to the community" in presenting its annual American Music Festival and for "outstanding achievement in fostering and presenting the music of American composers."


REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

**EXCHANGING congratulations are (l to r): Robert J. McAndrews, who has been named commercial manager, KBIG Avalon, Calif., and J. Norman Nelson, newly appointed managing director, Southern California Broadcasters Assn. Mr. Nelson succeeded Mr. McAndrews in the SCBA post.**

## FCDA CHANGES

### Two Are Promoted

TWO appointments and one promotion within the Audio-Visual Division of the Federal Civil Defense Administration were revealed last week by Jesse Butcher, division chief.

Steve McCormick, former presidential announcer for MBS, was appointed deputy assistant to Mr. Butcher. Mr. McCormick had been serving as chief of FCDA's radio section. He was succeeded by Chester Spurgeon, formerly with National Production Authority and the Dept. of Defense.

Second appointment was that of Rodney B. Radford, formerly film director and assistant to the president of Byron Inc., film production firm. He becomes assistant chief of FCDA's motion picture section under Howard Johnson. Mr. Radford has been active with government agencies.

Mr. Spurgeon joins FCDA from NPA's radio-TV section and before that was a consultant for the radio-TV branch of the Defense Dept.'s Office of Public Information. Previously he was a radio producer for CBS on the West Coast and assistant to Fletcher Wiley, *Housewives Protective League.*

## PULSE INC. EXPANSION

### Six New City Reports Due

A TOTAL of 65 markets will be served by The Pulse Inc. when that organization releases audience reports shortly for six additional cities: Baltimore, Pittsburgh, Milwaukee, Toledo, Providence and San Diego.

Announcing its expansion plans Tuesday, Pulse also claimed more station subscribers than any competitive service in the markets it covers, with a total of 236 radio or television stations purchasing the service during 1951.

## KNIGHTS FIRM

### Buys Doolittle FM Div.

ACQUISITION of the FM Monitor Division of Doolittle Radio Inc. by the James Knights Co., Sandwich, Ill., has been announced by Leon Faber, president of the Knights firm, which manufactures electronic equipment.

James Knights Co. has begun production of the Doolittle "JK" monitor, with manufacturing addition now known as the Electronics Product Division. E. H. Aberdeen, vice president of Knights, was named sales director. Sales policies of Doolittle will be pursued in monitor sales and distribution, he announced.

Manufacturing equipment and sales department, located at Doolittle's Chicago plant, is being moved to the Knights plant at Sandwich, 50 miles west of Chicago.

## Anthony F. Walberg

FUNERAL services were conducted Thursday in Cincinnati for Anthony F. (Tony) Walberg, 33, pianist, accordionist and arranger at WLS Chicago who was killed the previous Sunday in a head-on automobile collision near Berwyn, Ill. A member of the Captain Stubby and the Buccaneers team, Mr. Walberg starred on the *National Barn Dance.* Survivors includes his wife, Ruby; a son, William, 11, and a daughter, Antonette, 8.

## Feature of Week

*(Continued from page 18)*

could be in the midst of some dull, routine business and be considering switching back to the studio programs when a delegate in the back of row would stand up, make a motion, and throw the convention into a turmoil."

WKY-TV was as well equipped as could be expected to cope with technical problems. It used a mobile unit and staff of 11—director, audio and video engineers, three cameramen, two newscasters, a production assistant and relay tower engineer.

Although the convention was an all-day affair, early business was routine until 1 p.m. when WKY-TV picked up the proceedings for a brief moment. More extensive coverage was telecast from 2:30-3:30 p.m., 3:45-4:40 p.m. and concluded 5:30-5:45 p.m.

WKY-TV recommends to other stations considering similar state convention coverage that they make sure delegations are seated alphabetically. This will save "considerable effort" in locating speakers during roll call votes, WKY-TV says.

Considerable interest in the Oklahoma GOP state convention impelled WKY-TV to telecast the proceedings, though the expected fight between Taft and Eisenhower supporters never really materialized, Mr. Rogers commented.


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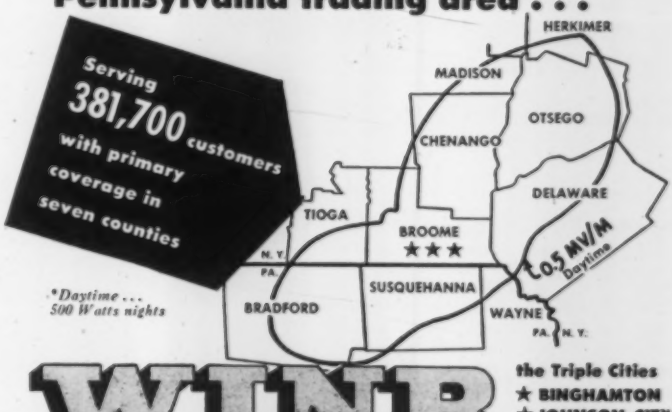
with COMPLETE coverage of the Southern New York — Northern Pennsylvania trading area . . .

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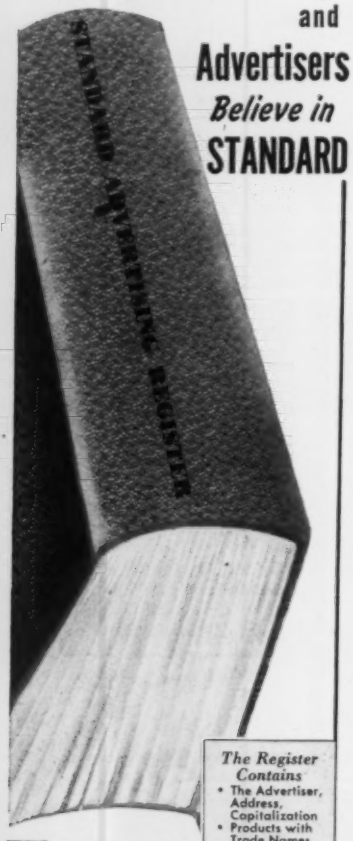


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# PATENT RULE

## Four More Advise FCC

AT FCC's deadline for filing comments to the proposed new patent rule on Feb. 21 [B•T, Jan 14, 7, 1952; Dec. 3, 1951], seven more observations were received by the Commission.

The American Telephone & Telegraph Co., noting that it has always informed the FCC of its communications developments in the past, suggested amendments to three subdivisions of the proposed rule.

AT&T asks that one portion of the rule be revised, that which would require the numerical listing of all the unexpired patents used in any service regulated by the FCC, the classification numbers, and filing and expiration dates.

Subdivisions 2 and 3 should be amended to make clear that licenses and agreements need not be reported if they involve no licenses for equipment or operations used or useful in the services regulated by the FCC, AT&T asserted.

### Armstrong's Viewpoint

Edwin H. Armstrong, inventor of FM, questioned the patent rule only insofar as it requires experimenters to file. He feels that those engaged in experimental broadcasting should be specifically exempted from filing.

Sylvania Electric Products Corp. agreed with both AT&T and Dr. Armstrong. Sylvania said that apparently as the proposed rule now stands, it would be exempted. However, the company stated that if it would be covered, it would object to the rule because it is "too vague, indefinite and general" and seeks to get material indirectly that it cannot obtain directly. Sylvania said the proposal is ill-advised, impracticable and unnecessary because the U. S. Patent Office already provides adequate public information.

The Patent Law Assn. for its 1,400 members, claimed the rule would be outside the scope of authority delegated to the FCC. Like Sylvania, PLA thought the rule too vague and confusing.

The Central Committee on Radio Facilities of the American Petroleum Institute said it thought the rule did not make clear whether it was applicable to its type and class of service. But if the rule is, it wishes to object to it.

Shortly after the proposed rule was announced, a host of protests poured into the FCC from irate patent attorneys and manufacturers who were alerted by the National Patent Council, Gary, Ind.

The FCC then issued a release pointing out that the proposal applied only to communications or broadcast patent holders who also are rendering a communications or broadcast service under jurisdiction of the FCC.

Including the earlier comments, many of which were held to have misunderstood the proposal, more than 100 comments were filed with the Commission.

**WSIC Statesville, N. C., contest held to acquaint students with the workings of a radio station was won by Bob Hendrick (c) of Mitchell College. Billy Hoke (l), senior class president and WSIC announcer, and Charles Melton (r), station manager, give the winner some pointers.**

## Alabama Meet

WAYNE COY, recently resigned FCC Chairman, and Lloyd Venard, O. L. Taylor Co., New York, are scheduled to address the annual spring meeting of the Alabama Broadcasters Assn. in Biloxi, Miss., March 20-21. ABA President Emmett Brooks, WEBJ Brewton, Ala., announced plans for the meeting, which will be held at the Buena Vista Hotel. Agenda calls for discussion of programming, sales and administrative problems and election of officers for 1952-53. Two luncheons, a seafood jamboree, cocktail party and banquet will comprise entertainment.

## On All Accounts

*(Continued from page 1)*

conciousness. Imbed the [illegible] name in the listener's mind thro[illegible] usage of dramatics inherent [illegible] radio and television and you c[illegible] miss."

Mr. Knight is married to form[illegible] Jean Fretz. They have two s[illegible] Frank III, 4 years, and Doug[illegible] age 1. They make their home [illegible] Haddonfield, N. J.

His hobbies include golf (in [illegible] middle 80s). He plays four inst[illegible] ments: Piano, drums, saxoph[illegible] and violin, and has had a numb[illegible] of songs recorded. He is a me[illegible] ber of the Merchantville Co[illegible] try Club, the Beta Theta Pi fra[illegible] nity and the Television Assn. [illegible] Philadelphia.

## Board to Meet

SHARE transfers and changes [illegible] incorporation of licensees will [illegible] the main business of the Marc[illegible] meeting of board of governors [illegible] Canadian Broadcasting Corp[illegible] Share transfers are being re[illegible] quested by CKBW Bridgewater; [illegible] CKOX Woodstock, CKRS Jo[illegible] quierre, CKRM Regina, and CKOK [illegible] Penticton. Recapitalization [illegible] CKOK Penticton also is requested [illegible] and license transfers from indivi[illegible] dual owners to incorporated com[illegible] panies are being asked by CHML [illegible] Hamilton and CFRN Edmonton. A [illegible] broadcast pick-up license is sought [illegible] by CJON St. John's.

***"racing the red second hand around the clock..."***

Columbia Broadcasting System and other major networks and stations throughout the country rely on Self Winding Clocks for dependable, split second timekeeping accuracy.

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# TELECASTING


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It's the show that accounted for 35% of the sponsor's consumer sales in the New York area . . . produced more sales at less cost than all other advertising media *combined!*

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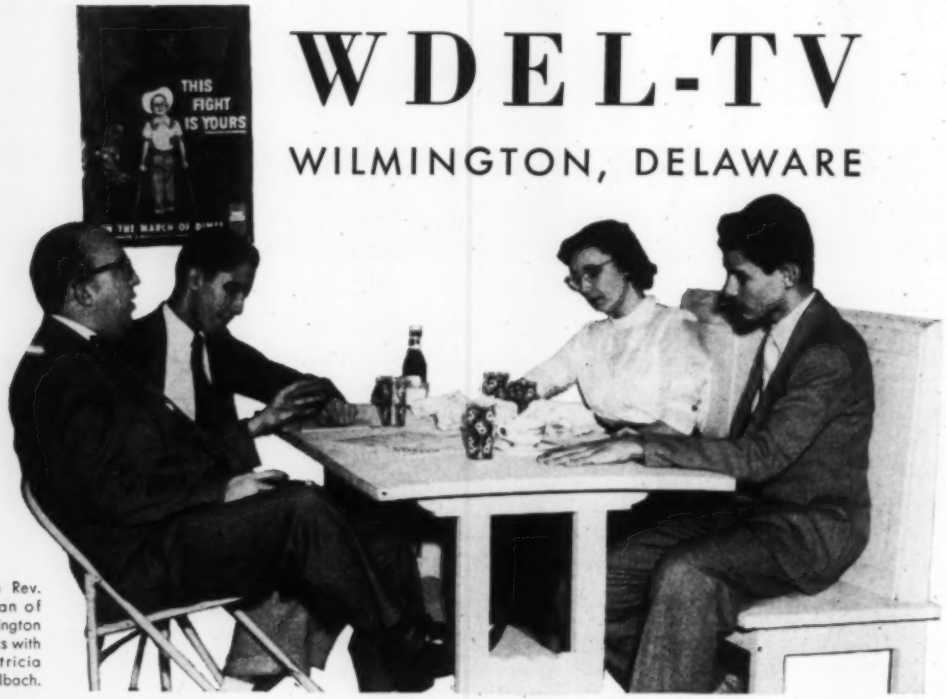
# Youth Speaks Up...

presents its problems frankly and intelligently before the WDEL-TV cameras. This weekly half-hour series, dedicated to teen-agers, is presented in co-operation with the Wilmington, Delaware Council of Churches. The programs have no direct relation to any one church, include members of all faiths. The young people in a friendly and informal fashion discuss any and all of their problems and evaluate them against a background of spiritual values.

*"Youth Speaks Up" is one of many public service program series presented by WDEL-TV in an effort to serve all the viewers in its wide coverage area, to increase viewer interest and loyalty—important adjuncts to community welfare.*




In the photograph, the Rev. Philip Dunning, Chairman of Program for the Wilmington Council of Churches, talks with Leslie Werner, Jr., Patricia Werner and Edward Ballbach.

## WDEL-TV

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TELECASTING

MARCH 3, 1952

# TV CODE IN EFFECT

## 77 Outlets, 4 Networks Sign

By J. FRANK BEATTY

TELEVISION stations started operation Saturday under the stiff terms of a self-enforcing code specifying what can and cannot be said or shown on the air.

NARTB's disciplinary document received the last-minute blessing of several high government officials as the new Code Review Board held its first meeting in Washington Thursday. By nightfall 77 TV stations and all four TV networks had subscribed to the code and more were expected Friday.

What can happen when 100 million viewers sit in judgment as self-appointed censors and code interpreters was anybody's guess. NARTB and the review board were not worried as they looked over the structure set up by the association under TV board and membership mandate.

The association was heartened Thursday by observations of the new FCC Chairman, Paul Walker, as well as Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), ranking majority member as well as Senate Majority Leader.

### Wide Industry Acceptance

Chairman Walker told the Review Board at luncheon Thursday he was delighted that the code is meeting wide industry acceptance. He has been looking forward to self-regulation by the industry, he said, adding he was happy so many have indicated their intention to subscribe. It was the Chairman's first meeting with an industry group following his appointment Thursday morning by President Truman.

Chairman Johnson pointed out the need for patience on the part of telecasters, viewers and all others involved, recognizing the difficulty of living under a self-regulatory document and the new problems that must be faced. He voiced pleasure that so many stations had subscribed in the eight-day period following first mailing of subscription forms from NARTB headquarters.

Sen. McFarland said he recognized the difficulty of programming TV stations to meet the demands of all people and felt certain telecasters are conscious of their responsibility. He, too, was glad telecasters did the job before someone else did it for them.

AT first meeting of NARTB Television Code Review Board Thursday in Washington were (seated, l to r): Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott Bullitt, KING-TV Seattle; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; E. K. Jett, WMAR (TV) Baltimore. Standing, C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB-TV director; Harold E. Fellows, NARTB president.

Sen. McFarland is chairman of the Senate Commerce subcommittee considering the Benton legislation proposing creation of a citizens advisory board to scan radio and TV programming.

If anyone expected a programming or advertising millenium over the weekend, he was due for disappointment. Conformity of necessity will be gradual, in the case of many programs. The code calls for the earliest possible cancellation or revision of advertising contracts in violation of the code. However, it allows a maximum of 52 weeks for contract revision, dating from the time of code subscription.

The five-member NARTB Review Board met with J. Leonard Reinsch, WSB-TV Atlanta, presiding as vice chairman in the absence from the country of Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich. Other members present were Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott Bullitt, KING-TV Seattle, and E. K. Jett, WMAR (TV) Baltimore.

The board took these steps:

● Adopted a plan to issue a newsletter report on board and staff code activities. This letter will be issued at least once a month for use of code subscribers.

● Authorized President Harold E. Fellows to name a staff executive in the TV department to aid the board. He will report directly to Thad H. Brown Jr., TV director.

● Decided to issue regular reports to the public on progress of code administration.

During early days of code life all staff interpretations are to be confirmed by the review board. This policy will apply until there is enough precedent to make many interpretations of code language automatic. Each telecaster should adopt his own method of interpreting the code, it was felt.

The review board decided to meet March 31 in Chicago during the NARTB Convention at the Conrad Hilton Hotel. First complaints will be reviewed and experiences discussed.

NARTB TV station membership stood at 86 out of 108 operating stations as the code went into operation. Three stations subscribing to the code applied for association membership — WMBR-TV Jacksonville, Fla.; WMAL-TV Washington and WNHC-TV New

*(Continued on page 97)*

# ALLOCATIONS

## Report Now Seen Nearer April 1

By EARL ABRAMS

FINAL "go-round" on TV allocations was scheduled to start today (March 3) after the second successive week, during which the FCC did not have the post-freeze decision on its agenda.

Staff work on final drafting continued apace, however, and there was feeling that the absence of discussions with commissioners could be chalked up to the asset side of the time table—in that staff hewed to writing chores without interruptions.

March 15 target date is still hope of some of staff and of some commissioners, but book is being made that it will be nearer April 1 when decision is issued.

Appointment of Comr. Paul A. Walker as chairman is considered on plus side of time schedule in that continuity of consideration will be maintained.

If Commission goes through revised TV rules, standards and allocations all this week (considered too optimistic), there's still procedures and week-long mechanical job: mimeographing, collating and binding 600-800 page document.

Best bet now is March 22.

Document when complete will comprise four major parts: (1) Discussion of various facets of issues — separations, powers, antenna heights, educational reservations, changes necessary in existing stations, intermixture, offset-carrier, priorities, directional antenna, etc.; (2) legal replies to those comments, oppositions and pleadings filed during "paper" hearings last year, which will not be incorporated in the final decision—there were more than 1,500 briefs filed in the four-month long hearings; (3) complete reprinting of revised rules, including allocations table; (4) complete revision of engineering standards.

It was also learned that virtually none of the big, northeastern cities are to get extra VHF channels. Some of the smaller markets in the country picked up an additional VHF, but some of these were accomplished by transferring the reservation "asterisk" from a VHF channel to a UHF channel.

Best information indicates that

*(Continued on page 96)*

# M 90 REVISION

## Seen Exempting Theatre TV

NPA is expected this week to hand down a revised regulation exempting theatre colorcasting equipment from the controversial color TV manufacturing ban.

A modified version of the original order (M 90) will exclude theatre projection equipment but retain the overall freeze on color TV products, including home-type receivers, adapters, converters and other related items, it was understood.

The National Production Authority is keeping the lid on so-called "mass production" of color equipment in compliance with the implied intent of the Office of Defense Mobilization and the Defense Production Administration to conserve vital technical skills for the military program.

The new order will be promulgated after top-flight discussions among DPA Administrator Manly Fleischmann, NPA Administrator Henry Fowler and NPA Assistant Administrator H. B. McCoy. DPA-NPA last week was accumulating a wealth of data to support its ultimate decision.

NPA also is expected to delineate its regulation with a clear interpretation as to whether manufacturers may produce receivers capable of receiving both monochrome and color with chassis-circuitry changes.

Implied in the latter instance is the fate of a request by Paramount Pictures Corp., which proposes to manufacture the Lawrence tube through its subsidiary, Chromatic Television Labs.

Tipoff on the course of action NPA will pursue has been given on another front—that involving such protagonists as 20th Century Fox Corp., Motion Picture Assn. of America, Theatre Owners of America and the National Exhibitors Theatre Television Committee.

MPAA, TOA and NETTC had asked NPA for a separate meeting on the grounds theatre interests were not represented at either of the two government-industry color TV conferences—in October 1951 and early last month. These groups hedged their request for a separate conference with the qualification that NPA-DPA may not see fit to exclude theatre color television.

**Meeting Not Necessary**

Assistant Administrator McCoy has notified attorneys for MPAA that such a meeting prior to issuance of the revised order would not be necessary and indicated the new regulation will spell out applicability of the ban to theatre TV interests.

Twentieth Century had deferred action to MPAA, of which it is a member. It seeks the exclusion of theatre color TV (specifically its proposed Eidophor projection theatre television system) from the manufacturing ban. General Electric Co. would manufacture the unit, which its advocates claim will be adaptable for either color or monochrome TV reception in theatres [B•T, Feb. 25].

The factor that inveighs most heavily against any general relief for color TV manufacturers at this time is one of manpower as well as materials. Basis for the new order is the recommendation of the DPA Electronics Production Board that the ban be retained. ERP gathered data from military electronic authorities tending to bolster arguments that the defense program would be disrupted if engineers and other technical personnel were permitted to shift back to color TV projects [CLOSED CIRCUIT, Feb. 25].

J. A. Milling, chairman of the board and chief of NPA's Electronics Division, told BROADCASTING • TELECASTING last week that lifting of the ban would "throw a tremendous load on the availability of engineers" for defense work. It would drain off engineers at a time when military electronics is at a going rate of $1 billion, with expectancy of reaching $3 billion by the end of 1952.

**Some Engineers Shifted**

This would not have been necessarily the case last fall shortly after Defense Mobilizer Charles E. Wilson called on manufacturers to cease mass color TV production. With the imposition of the manufacturing ban, some firms transferred design and development engineers off color TV work, retaining technical manpower for color research as permitted by NPA.

NPA's feeling apparently is that manpower and materials are so closely entertwined in the case of color TV that it would be better to retain the freeze, notwithstanding charges that the order is tantamount to a ban on mass production of color TV end products. In any event, Mr. McCoy already has indicated that no additional materials would be allotted for color TV equipment even if the freeze is lifted.

NPA hopes that its new order will strike a happy compromise. It hopes to sustain majority industry view that the order should be retained prohibiting mass production of color TV equipment; to satisfy the military by assuring continued availability of engineers already committed for defense work; and to mollify the minority view of theatre TV interests by excluding other than home-type receivers [CLOSED CIRCUIT, Feb. 18].

A clearer definition permitting a manufacturer to produce a receiver capable of receiving both color and monochrome TV as long as no additional materials are involved would also satisfy Chromatic Television Labs. But NPA is making no promise in this instance.

It is Chromatic's interpretation at present that a manufacturer may build a separate chassis with circuitry capable of receiving both types and also construct the tube, yet is unable to mount the tube in the chassis and sell it to the public as a complete unit.

# ABC-TV SPOT SALES

## Kearney Is Head

FORMATION of an independent spot sales organizing for ABC owned-and-operated TV stations was announced last week by Slocum Chapin, ABC-TV vice president in charge of owned stations. The change went into effect Saturday (March 1).

Don L. Kearney, eastern spot sales manager for television, was named national manager of ABC-TV Spot Sales. Additional appointments in other cities where the network owns stations are:

Mr. Kearney

Roy McLaughlin, who becomes manager for ABC-TV Spot Sales in Chicago.

Joe Henry, manager of ABC-TV Spot Sales in Detroit.

Bill Laramie, manager for ABC-TV Spot Sales in Los Angeles.

Dave Sacks, manager for ABC-TV Spot Sales in San Francisco.

Coincidentally with these changes Mr. Chapin also announced new positions for Joe Fisher, who moves from the Spot Sales staff in Chicago to the post of sales manager for WENR-TV Chicago; Frank King, formerly WTTV (TV) Bloomington, Ind., to be TV sales manager for KECA-TV Los Angeles, and Vince Francis, who is named manager of KGO-TV San Francisco and will also be in charge of spot television sales for the station.

The appointments, stressed by Mr. Chapin as conforming with the network's policy to promote from within the organization, also follow the ABC plan to set up parallel operations in television and radio, he said. An independent TV Spot Sales organization not only clears the way for new developments by ABC-owned television stations, he explained, but also allows for "the servicing of spot advertisers on a local basis in a far more concentrated form than the network was previously equipped to do." Additionally, he noted, the separation gives owned stations greater local identity and individuality.

**Started at Fordham**

Mr. Kearney, who joined ABC last July as manager of TV Spot Sales, received his first experience in broadcasting as an undergraduate at Fordham U. where he was an observer and writer on sports events for Bill Stern. After graduation he was a sports announcer on various New York stations and, in 1941, went to Syracuse where he was successively sports announcer, producer and salesman for WAGE. After service in World War II, Mr. Kearney joined The Katz Agency, station representation firm, and then went to Mutual as sales manager of cooperative programs. He returned to the Katz company in 1948 as assistant television sales manager, becoming television program manager before he left to join ABC.

# TV SALES FUTURE

## Previewed by Judge Miller

WITHIN 10 years the manufacturing side of television will rival that of automotive business in sales volume—that was the prediction of Justin Miller, board chairman of NARTB, when he spoke at the "Salute to Television" staged Feb. 21 by Los Angeles Junior Chamber of Commerce in Biltmore Hotel Bowl, that city.

He told business executives assembled that Los Angeles ranks close to the top both in number of TV stations and number of receivers.

"Los Angeles has the same number of TV stations as New York—seven—and is right behind that city in the number of sets, something over a million for each city," he said.

Calling attention to the fact that there are only 108 TV stations currently in the United States, Judge Miller said the FCC is "talking of opening the freeze on a number of stations."

It would be difficult to use television for in-classroom education, Judge Miller felt. "Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures."

He termed the television code which went into effect March 1 as a "pretty severe code, administered by a national board with power to impose penalties."

"There are some who say that this will make for more intelligent and more valuable development of TV," he said. "Others claim it will limit the medium, particularly with respect to adult appreciation."

California's Lt. Gov. Goodwin J. Knight as second speaker predicted that Los Angeles is destined to be the television capital of the world, just as Hollywood is the motion picture capital.

"Television is unparalleled in its effect on our social and economic habits since the advent of the automobile," Mr. Knight said. "For one thing, television is bringing the family closer together again."

A plaque saluting the TV industry entertainment-education wise, was presented to Tom McFadden, general manager, KNBH (TV), who accepted on behalf of all local television stations.

Another award was given to Hoffman Radio Corp. on behalf of manufacturers in the TV industry.

# TV Newscast "pumps gas and checks the oil" in SAN FRANCISCO!

**KRON-TV**

**SHELL OIL COMPANY**

Shell Oil Company currently sponsors a 15 minute, Monday thru Friday newscast featuring Al Constant. On the first program, Constant interviewed the oldest Shell dealer in the area, and the newest dealer. The old timer reported 27 new customers the next day as a result of the newscast. The newest dealer, opening the next day, had 2 customers waiting at the pumps.

**ELLIS BROOKS MOTORS, INC.**

Now in their second year as sponsors of weekly "Your Show" program, Ellis Brooks Motors, Inc., Hudson dealers, report good sales of new and used cars, due in large part to TV show.

Mr. Ellis Brooks, President, states that 4 out of 5 prospective customers comment on the program. He further states most prospects have been pre-sold by show, and that the weekly show has proved that "we can sell as effectively to the masses on the show, as to individuals on the showroom floor".

**REPRESENTING TELEVISION STATIONS:**

| | |
|---|---|
| DAVENPORT (Central Broadcasting Co.—WHO-WOC) | WOC-TV* |
| FORT WORTH–DALLAS (STAR-TELEGRAM) | WBAP-TV* |
| LOUISVILLE (WAVE, Inc.) | WAVE-TV* |
| MIAMI (Wometco Theatres) | WTVJ |
| MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS) | WTCN-TV |
| NEW YORK (THE NEWS) | WPIX |
| ST. LOUIS (POST-DISPATCH) | KSD-TV* |
| SAN FRANCISCO (THE CHRONICLE) | KRON-TV* |

*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!*

*For Further Facts, Ask:*

## FREE & PETERS, INC.

*Pioneer Station Representatives*

*Since 1932*

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

# MOVIE PRACTICES Reviewed by Paramount

WEEK-LONG testimony on organization, trade practices and anti-trust litigation by Austin Keogh, Paramount Pictures vice president and general counsel, came to an end last Friday in the fifth week of the FCC's inquiry into the qualifications of Paramount to hold broadcasting licenses [B•T, Jan. 15 et seq.].

Paramount Pictures' case will come to a close this week with the appearance of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles, beginning today (March 3).

After additional testimony concerning the transfer of broadcast licenses when parent Paramount Pictures split up into producing company and theatre company, in line with 1949 Supreme Court decision, merger of American Broadcasting Co. and United Paramount Theatres Inc. in new ABC-Paramount Theatres Inc. — considered most significant part of the hearings—is due to be heard (see table for estimated schedule).

Side issue—right of DuMont to participate in the merger issues —was left for later by FCC Hearing Examiner Leo Resnick.

DuMont filed a memorandum with the hearing examiner asserting its right to participate in all phases of the hearing, including the merger. It based its argument on the following reasons:

(1) DuMont's stock transfer by Paramount Pictures Inc. is interwoven with all the transfers involved in the case. When Paramount Pictures Corp. split up, it filed with the Commission applications for transfers of licenses for the TV stations it owned (KTLA Los Angeles and WBKB Chicago) and also for the DuMont stations (WABD New York, WTTG Washington, WDTV Pittsburgh). The Commission has held that DuMont is controlled by Paramount Pictures through ownership of all class B stock and some A stock—all amounting to about 29% ownership.

**More Reasons**

(2) Qualifications of the Paramount directors on the board of DuMont may be linked to future plans and policies of the individuals in the proposed new ABC-Paramount Theatres company.

(3) As a competitor of ABC, DuMont said it was entitled to participate in a study of monopoly trends in TV networking.

(4) DuMont was named a party to the proceedings by the FCC, and no qualifications were imposed on its participation.

Mr. Resnick has asked the other parties to answer the DuMont contentions.

Meanwhile, DuMont also answered the objections of the FCC Broadcast Bureau to its petition for severance from the Paramount case and a decision that it is not controlled by Paramount [B•T, 25, 11].

Broadcast Bureau claimed that FCC should not grant the DuMont request for severance because (1) the record wasn't complete, (2) there was no necessity for an early decision, (3) Commission counsel could not—without asking for a hiatus in the hearing—work up proposed findings.

DuMont's answers to these objections were that (1) the record, as far as the Paramount directors on DuMont's board were concerned, was complete; (2) uncertain license state of DuMont stations worked against them commercially and imminent lifting of freeze meant that DuMont must be able to file applications for additional stations before channels in desirable cities were all spoken for; (3) Commission counsel has assistants who could prepare proposed findings without the need for any postponement in the current hearings.


## Television Station MANAGER WANTED

### For UHF TV Station in New Jersey

We need a man familiar with all phases of a TV station operation—technical, sales and production—to carry the station from blueprints to operation, and then manage it. No arm-chair executive, but a man who can roll up his sleeves and do the job.

### A WONDERFUL OPPORTUNITY

Moderate salary at start, but with opportunity to acquire an interest in company. Station ownership well organized and adequately financed.

Applicant must be a Resident Of New Jersey Or Willing To Move to New Jersey.

*Write Box 414M, Broadcasting. No applicant will be considered without full resume of background and experience. Furnish references and state minimum salary.*


## RCA TV CLINIC

### 70 Attend 10th Session

RADIO networks and independent stations throughout the U.S. were represented by more than 70 broadcast engineers at RCA's 10th technical television training program held last week at the RCA Victor plant, Camden, N. J. Five-day clinic was designed to give instruction in operation and maintenance of new UHF and VHF television equipment.

Program included several tours, including trips through the plant and the David Sarnoff Research Center, Princeton, N. J. WCAU-TV Philadelphia played host to the group on Tuesday and Wednesday evening.

Those attending the training program included:

Raymond B. Hurley, WALA Mobile, Ala.; R. H. Holsclaw, KVOA Tucson, Ariz.; John Cullen and T. G. Morrissey, KFEL Denver, Col.; Gerald J. Morey, WNLC New London, Conn.; Don E. Compton, WHOO Orlando; James C. Smith, WEAR Pensacola, both Fla.; H. G. Cole, WSBT South Bend; Edward Lockwood, WXLW Indianapolis; Harold Rothrock, Consulting Engineer, Bedford, all Ind.

Eldon Kanago, KICD Spencer; Robert Moore, KBOE Oskaloosa, both Iowa; K. W. Pyle, KFBI Wichita; G. Voiles, WIBW Topeka, both Kan.; Steve Cisler, WKYW Louisville, Ky.; Don Allen, WAFB Baton Rouge; William Bland, KFLY Lafayette; Patrick Weathersby, WJBO Baton Rouge, all La.; Merle Towle, WCSH Portland, Me.; William Bareham, Harrison Brooks, Ray Brunner, John Wilner, and Louis Wagner, all of WBAL Baltimore, Md.; Ross Beville, WWDC Washington, D. C.; George McIntyre, WJEJ Hagerstown; B. F. Sparks and Jack Ward, WBOC Salisbury, both Md.

W. T. Ayer, WBEC Pittsfield; George Jaspert, Consultant, Lawrence; Leonard Lavendol, WBRK Pittsfield; Vernon P. Wilson, WNEB Worcester, all Mass.; Elwood Brown, WABJ Adrian; Edward Clark, WJLB Detroit; Richard Groenevelt, WGRD Grand Rapids; Munson Robinson, WHFB Benton Harbor; Marion J. Stoner, WTTH Port Huron; Stanford Wolf, WWJ-TV Detroit, all Mich.

Kenneth Hildenbrand and Harold Kopler, St. Louis; Oscar C. Hirsch, KSVS Cape Girardeau; Karl Troeglen, KCMO Kansas City, all Mo.; Howard A. Shuman, KLMS Lincoln, Neb.; Theodore Kilmer and Chester Sunderland, WTTM Trenton, N. J.

William Dacosta, WOR-TV New York City; George Heuther, Naval Special Devices Center, Sands Point, L. I.; Elmer F. Koehler, WPIX New York City; J. W. Dean and C. Howard Sugg, WPTF Raleigh; William H. Hamrick, WWNC Asheville; Elmer Troutman, WIRC Hickory, all N. C.

Frank Barnato and Donald Rowley, WICA Ashtabula; George T. Cowen, WTRF Bellaire; J. P. Gill, WTVN Columbus; Charles Shepherd, WSTV Steubenville, all Ohio; Anthony Horg, WHLN Bloomsburg; Elwood Tito, WAZI Hazelton, both Pa.; Herbert Eidson, WIS Columbia; W. E. Garrison, WFBC Greenville, both S. C.

Edward Frase, WMCT Memphis; Thomas Phillips, WKPT Kingsport; Wilson Raney, WREC Memphis, all Tenn.; J. T. Allen, KXOX Sweetwater; Hudson Collins, KGKB Tyler; Ben Hughes, KTRM Beaumont; Kenneth R. Hyman, KCOR San Antonio, all Tex.; Richard Lindell, WTAR Norfolk, Va.

Harry R. Bowen, WGKV Charleston; R. D. Hough, WPDX Clarksburg, both W. Va.; Joseph Baisch, R. R. Funderburg, and C. Ewing, Gran Enterprises, Milwaukee; Vincent Vanderheiden, WKOW Madison; Donald A. Weller, WISN Milwaukee, all Wis.

## Paramount Dates

CONSENSUS of attorneys in Paramount case is that under optimum conditions this is the way the hearings will run:

**March 3—Testimony and cross-examination of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles.**

**March 4-11—Renewal of license of WBKB (TV) Chicago.**

**March 12—Transfer of licenses of KTLA and WBKB from former Paramount Pictures Inc. to Paramount Pictures Corp. and United Paramount Theatres Inc., respectively.**

**March 13-23 — ABC - UPT merger.**

**March 24-25—CBS purchase of WBKB.**

**March 26—License renewal of WSMB New Orleans.**

**March 27-May 27 — Proposed findings by all parties.**

**May 28-Aug. 28—Initial decision.**

## BUITONI SIGNS DI MAGGIO

### Sponsors NBC-TV Program

BUITONI MACARONI Corp., Jersey City, will sponsor *Joe DiMaggio's Dugout*, starring the former Yankee outfielder, on his first television program since retiring from baseball, on NBC-TV Sun., 11:45 a.m.-12 noon starting April 6. The contract is for 26 weeks.

The program will present a panel of sandlot "experts" composed of youngsters who will be called upon to answer questions concerning some of the intricacies of the game. Mr. DiMaggio will explain and show "tricks of the game" as practiced by today's leading players.

Show will be produced for television by Wyatt & Schuebel, New York. Agency is Albert Frank-Guenther Law, New York.

## Theatre TV Hearing

THEATRE TV hearing was postponed to May 5 by FCC last week due to press of other work, it was announced. This is the third postponement of the hearing on the request of the motion picture industry for exclusive channels for theatre TV.

# This Is The Brent Gunts Show!

. . . human interest

stars, gags . . .

fun, music, variety

At 9 A.M. fun *really* begins on the Brent Gunts Show. Stunts, stars, songs, surprises . . . every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power-packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS
9 TO 10 A.M.
MON. THRU FRI.

*Television Baltimore*

**WBAL-TV**

*NBC In Maryland*

NATIONALLY REPRESENTED BY
EDWARD PETRY & COMPANY

# TELECASTING

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | Ralston (alt. sp.) Space Patrol L | *Mr. Imagination* | | General Foods Roy Rogers F |
| 6:15 | | | | |
| 6:30 | Reichhold Chemicals Town Meeting L & F | *Sam Levenson Show* | *Georgetown U. Forum* | General Foods Claudia L |
| 6:45 | | | | |
| 7:00 | Goodyear Paul Whiteman L* | Wrigley Gene Autry Show | *Stage Entrance* | U. S. Rubber Royal Showcase L |
| 7:15 | | | | |
| 7:30 | TBA | American Tobacco This Is Show Business | | General Foods Young Mr. Bobbin |
| 7:45 | | | | |
| 8:00 | *King's Crossroads* F | Lincoln-Mercury Dealers Toast of the Town | | Colgate Comedy Hour C-P-P |
| 8:15 | | | | |
| 8:30 | | | | |
| 8:45 | | | | |
| 9:00 | Arthur Murray Inc Arthur Murray Party L | General Electric Fred Waring | Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect. | Goodyear Corp. (alt. with) Philco Corp. TV Playhouse |
| 9:15 | | | | |
| 9:30 | *Film* | Bristol Myers Break the Bank | Larus & Bro. Co. Plainclothes Man | |
| 9:45 | | | | |
| 10:00 | B. Graham Evan. Assn. Hour of Decision F | B.F. Goodrich Celebrity Time | Crawford Clothes They Stand Accused | P&G Red Skelton Show L |
| 10:15 | | | | |
| 10:30 | Young People's Church Youth on the March F | Jules Montenier What's My Line | | Regent Cigs. Cameo Theatre L |
| 10:45 | | | | |
| 11:00 | | Norwich Sunday News Spec. | | |
| 11:15 PM | | | | |

## MONDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | Kellogg Space Cadet L | | | |
| 6:45 | | | | |
| 7:00 | | | General Foods Capt. Video | RCA Kukla, Fran & Ollie Vit. Corp. of Am., The Goldbergs L |
| 7:15 | | | | |
| 7:30 | Ironrite Hollywood Screen Test L | GM-Oldsmobile News | | P&G Those Two L |
| 7:45 | | Chesterfield Perry Como | | Camel News Caravan L |
| 8:00 | TBA (alt.) Bristol-Myers Mr. D. A. L | Lever Lux Video Theatre | *Pentagon Washington* | Crosley Speidel (alt. wks.) P. Winchell J. Mahoney |
| 8:15 | | | | |
| 8:30 | *Life Begins At 80* L | Lever-Lipton Godfrey's Talent Scouts | *Johns Hopkins Science Review* | Firestone Voice of Firestone L |
| 8:45 | | | | |
| 9:00 | Skippy Peanut Butter You Asked For It L | Philip Morris Love Lucy | Co-op Wrestling with Dennis James | Admiral Lights Out L |
| 9:15 | | | | |
| 9:30 | *In Our Time* F | General Foods Sanka It's News To Me | | Johnson Wax alt. with American Tobacco Co. Robert Montgomery |
| 9:45 | | | | |
| 10:00 | *How Did They Get That Way* L&F | Westing-house Studio One | | |
| 10:15 | | | | |
| 10:30 | *Films of Interest* | | | Co-op Who Said That L |
| 10:45 | | | | |
| 11:00 | | Longines Chrono-scope | | |
| 11:15 PM | | | | |

## TUESDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | | | General Foods Capt. Video | Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show* |
| 7:15 | | | | |
| 7:30 | P&G Beulah F | Columbia Records News | | Chevrolet Dinah Shore L |
| 7:45 | | Fatima Stork Club | | Camel News Caravan L |
| 8:00 | *Air Force Show* (title TBA) | *Frank Sinatra Show* | *Life is Worth Living Bishop Fulton J. Sheen* | Texas Oil Co. Texaco Star Theatre |
| 8:15 | | | | |
| 8:30 | *Met. Opera Auditions* L | | Curtis Publishing Co. Keep Posted | |
| 8:45 | | | | |
| 9:00 | *United—Or Not?* L | Schick Inc. Crime Syndicated | Scrutan Battle of the Ages | P&G Fireside Theatre |
| 9:15 | | | | |
| 9:30 | *On Trial* L | Electric Auto-Lite Suspense | *Quick on the Draw with Bob Dunn* | Armstrong Circle Theatre L |
| 9:45 | | | | |
| 10:00 | *Film* (except WJZ-TV) | Block Drug Danger | Co-op Hands of Destiny | P. Lorillard Original Amateur Hour L |
| 10:15 | | | | |
| 10:30 | *Chicago Symphony* (Except WJZ-TV) L | R. J. Reynolds My Friend Irma | *What's the Story With Walter Kiernan* | Considine Mutual of Omaha |
| 10:45 | | | | |
| 11:00 | | (11:15-11:30) Burlington Mills Continental | | |
| 11:15 PM | | | | |

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 | | | | |
| 11:30 | | *In The Park* | | |
| 11:45 | | | | |
| 12:00 N | *Junior Crossroads* | Ranger Joe Corp. Ranger Joe | | |
| 12:15 PM | Sweets Co. Tootsie Hipodrome L | *Junior Hi-Jinx* | | |
| 12:30 | Voice of Prophecy Faith For Today L | M&M Ltd. Candy Carnival | Walter H. Johnson Candy Co Flying Tigers | |
| 12:45 | | | | |
| 1:00 | *Horizons* L & F | | | *Frontiers of Faith* L |
| 1:15 | | | | |

## MONDAY - FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | M-Th 10-10:15 CBS News | | *Mel Martin Show* L |
| 10:15 | | Lever-Rinso (M.Th.) Godfrey | | |
| 10:30 | | Gen. Mills Hudson Bride & Gr'm | | *It's In the Bag* L |
| 10:45 | | *Al Pearce Show* | | |
| 11:00 | | | | *Ernie Kovacs Show* L |
| 11:15 | | | | |
| 11:30 | *Paul Dixon* L | C-P-P (MWF) Strike It Rich | | *Dave and Charlie Harkness and News* |
| 11:45 | | | | |
| 12:00 N | Warner Hudnut (M-W-F) 12:30-1 Lever Bros. (Tu-Th-F) 12-12:15 Ameche-Langford L | *Egg & I* | *Woman's Club* | Prtcptng. Sponsors Ruth Lyons' 50 Club L |
| 12:15 PM | | Amer. Home All Products Love of Life | *Noontime News with Walter Raney* | |
| 12:30 | | P&G Search for Tomorrow | *Take the Break with Don Russell* | *The Bunch* L |
| 12:45 | | | | |
| 1:00 | (See Footnote) | | Premier Products Rumpus Room with Johnny Olsen | |
| 1:15 | | | | |

## SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | *Rootie Kazootie* |
| 10:15 | | | | |
| 10:30 | TBA (alt. wks.) Hold'er Newt L | | | |
| 10:45 | | | | *Cactus Jim* |
| 11:00 | *Personal Appearance Theatre* F | *The Whistling Wizard* | Internatl. Shoe Co. Kids & Company | |
| 11:15 | | | | |
| 11:30 | TBA | Brown Shoe Smilin' Ed McConnell | | |
| 11:45 | | | | *Midwest Hayride* |
| 12:00 N | General Mills Betty Crocker L | | | |
| 12:15 PM | Carter Prods Cty Hospital L (alt. wks.) Newsstand Theatre L | National Dairy The Big Top | | |
| 12:30 | | | | |
| 12:45 | | | | |
| 1:00 | | | | |
| 1:15 | | | | |

## SATURDAY

| | ABC |
|---|---|
| 1:30 PM | |
| 1:45 | |
| 2:00 | |
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| 4:45 | |
| 5:00 | |
| 5:15 | |
| 5:30 | |
| 5:45 PM | |

# ING — FOR MARCH 1952

## THURSDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | | | |
| | | | |
| | | General Foods Capt. Video | Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show* |
| | Columbia Records News | | Chevrolet Dinah Shore L |
| General Mills Lone Ranger F | Fatima Stork Club | | Camel News Caravan L |
| Toni, H. Bishop (alt.) Stop The Music L | Carnation Burns Allen (alt.) Ronson-Star of Family | *This Is Music* | DeSoto-Plymouth Groucho Marx F |
| Lorillard Stop The Music L | Blatz Brewing Amos 'n' Andy | Tydol Headline Clues Broadway to Hollywood | Borden T-Men in Action L |
| Cluett-Peabody Herb Shriner L | Esso Alan Young Show | Gruen Watch Co. Gruen Playhouse *Shadow of the Cloak* (alt. wks.) | Fatima Cigarettes Dragnet F |
| American Tobacco Meet the Champ L | Lever Rinso Big Town | | Ford Ford Festival L |
| | Philip Morris Racket Squad | *Author Meets the Critics* | U.S. Tobacco Martin Kane |
| | Carter Toni (alt.) Crime Photographer | | Standard Oil Wayne King |
| | Burlington Mills Continental 11:15-30 pm | | *TV Opera* (once a month) L |

## FRIDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| Kellogg Space Cadet L | | | |
| Green Giant Linkletter K | GM-Oldsmobile News | | |
| Sterling Drug Mystery Theatre F | Chesterfield Perry Como | | |
| General Mills Stu Erwin F | General Foods Maxwell House Coffee Mama | Mennen Co. Twenty Questions | RCA Victor Show |
| Packard Rebound (5 owned stations) F | R. J. Reynolds Man Against Crime | *Not For Publication* | Gulf Oil We, The People |
| Kreisler, Masland (alt. sp.) Tales of Tomorrow | Schlitz Schlitz Playhouse of Stars | Old Gold Down You Go | American Cig. & Cig. Big Story |
| | TBA | Drug Store TV Prod. Cavalcade of Stars | Campbell Aldrich Family |
| | Pearson Pharmacal Hollywood Opening Night | | Gillette Cavalcade of Sports |
| | Longines Chronoscope | | Chesebrough Greatest Fights |

## SATURDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| Amend Co. Hail the Champ L | | | |
| Anthracite Int. Better Home Show L | *Corliss Archer* | | *Mr. Wizard* L |
| *Saddle Pal Club* F | Lambert Pharmacal The Sammy Kaye Show | *Pet Shop* | *Here's to Your Health* |
| | Sylvania Beat The Clock | | Manhattan Soap (alt. with) Miles Lab. One Man's Family |
| Nash-Kelvinator Whiteman TV Teen Club L | Anheuser Busch Budweiser | | |
| *Sports Review* F | Ken Murray | | Snow Crop Pet Milk Kellogg All Star Revue |
| | Pepsi-Cola Faye Emerson | | Reynolds S.O.S. Benrus |
| *Inter-Collegiate Basketball* L | | | Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer Your Show of Shows |
| | *Songs For Sale* | Co-op Wrestling from Chicago Jack Brickhouse | |
| | | | American Tobacco Your Hit Parade |
| Word of Life Song Time L | | | |

| Time |
|---|
| 6:00 PM |
| 6:15 |
| 6:30 |
| 6:45 |
| 7:00 |
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| 10:00 |
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| 10:30 |
| 10:45 |
| 11:00 |
| 11:15 PM |

# IME

## SUNDAY

| CBS | DuMONT | NBC |
|---|---|---|
| | | *American Inventory* L |
| | | *Battle Report* |
| *Big Question* | | Bohn Alum American Forum L |
| *Quiz Kids* | | Johns-Manville Fair Meadows USA L |
| Alcoa Alum. Co. e It Now | | Hallmark Sarah Churchill L |
| *olumbia Workshop* | | Revere Meet the Press |
| *What in e World* | | Minn. Mining & Mfg. Juvenile Jury |
| *n of the Week* | | Quaker Oats Zoo Parade L |
| *ep Unto Feet* | | Derby Foods Sky King Thtr., F alternate Lees Carpets Meet the Masters |

## MONDAY - FRIDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | Garry Moore Show (See footnote) | | |
| | P&G First 100 Years | | |
| | *House Party* | | |
| | Pillsbury House Party | | |
| | *Mike & Buff Show* | | |
| | General Foods Bert Parks Cannon Mills Give&Take* | | |
| | | | The Big Payoff CPP (M-W-F) |
| | | | (MWF) Ralph Edwards (TuTh) G.E. Bill Goodwin |
| | | | Participating Sponsors Kate Smith Hour |
| | | | Lever Hwkns. Falls (MWF) L |
| | | | Gabby Hayes* |
| | | | Mars, C-P-P Welch, Klog. Int. Shoe Wander Howdy Ddy. L |

## SATURDAY

| ABC | CBS | DuMONT | NBC |
|---|---|---|---|
| | | | |
| | Basketball | | |
| | | | *Youth Wants to Know* |
| | | | *Nature of Things* |
| | | | *Morgan Beatty News* |

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations; S, sustaining.

**ABC**—1-1:30 p.m., Tues., Jessie's TV Notebook participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

7-7:30 p.m., Sun., Mar. 23, Goodyear to sponsor "Greatest Story Ever Told" (F) in place of "Paul Whiteman Revue."

† (Except WJZ-TV)

**CBS**—1:30-2:15 p.m. Best Foods, G. E., P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley Van-Camp, O'Cedar, Corn Prods, Garry Moore Show.

10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

10:30-10:45 a.m., M-Tu., W, F, Gen. Mills sponsors The Bride & Groom; Hudson Paper on Th.

3:30-4 p.m., Mon. Bert Parks Show S.

3:30-4 p.m., W&F Gen. Foods, Bert Parks Show.

3:30-4 p.m., Thurs. Cannon Mills—Give & Take.

3:30-4 p.m., Tues., Mel Torme Show, S.

**NBC**—Mon. thru Fri. "Today" 7-9 a.m., EST & CST, 7:15-20 Wed.—Fla. Citrus, 7:45-50 Mon.—Fla. Citrus, 7:50-55 Fri.—Anahist, 8:15-20 Mon. —Kiplinger, Tue.—Fla. Citrus, Thu.—Fla. Citrus, 8:20-25 Mon.—Pure Pak, Wed.—Kenwill, Fri.—Fla. Citrus.

*Quaker Oats—Mon. & Fri.; Peter Paul—Th.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

March 3, 1952

Copyright 1952,

# The Jim Deline GANG

# Now on WSYR-TV

Jim Deline has been an outstandingly popular radio personality in Central New York for more than 14 years. The Jim Deline Gang has been one of the top shows in the area.

Now, in response to a mounting clamor, Jim Deline and his gang are on television—on WSYR-TV every morning from 11 to 11:30, Monday through Friday.

Time is available in this exceptional daytime participating show in either one-minute or ten-minute segments. Rates for time and talent are attractive.

***Write, Wire, Phone or ask Headley-Reed***

## with Sensational Results

During the first two weeks of the Jim Deline show, 4512 entries to Jim's mystery package contest came flooding in from 118 communities in Upstate New York. It proves that a lot of Central New Yorkers (who have lots of money to spend) are watching the Jim Deline show. Here's the kind of selling spot YOU are looking for. Get it while the getting's good.

# WSYR-TV channel 5

***NBC Affiliate — WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York***

# TV RENEWALS

## FCC Grants 4 of 26 Put on Temporary

LICENSES of four of the 26 TV stations placed on temporary license last month because of the absence of religious and/or educational programs [B•T, Feb. 4] were renewed by FCC last week for the regular one-year period.

The four stations are WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit and WSPD-TV Toledo.

All four showed the FCC that either the "composite" 1951 week used in determining program content did not truly reflect the programs the station was using or that such programs had been put on the air or were planned since the renewal forms were mailed.

At the time the Commission renewed regular license renewals to the 26 stations, it was generally agreed that almost all of them would be given regular renewals when they showed the Commission that they were using or planning to use religious and educational programs.

It can be expected that most of the remaining 22 stations still on temporary for "programming imbalance" will be granted regular licenses in the next few weeks when their replies to the Commission's request for information on the subject are digested. The Commission has written all these stations.

### Footnotes Explained

According to reports, the Commission's action was taken suddenly when it was noted that many stations carried no religious and/or educational programs. All of the 26 stations whose licenses were held up showed a zero in one or both of those categories.

In fact several stations, noting their poor showing in religious and educational time, incorporated footnotes in the composite week listings explaining that they were carrying such programs—but on days other than those called for in the renewal form. One example was that of WTOP-TV Washington, which called attention to the lack of religious programs on its composite week listing, but pointed out that the station was carrying such a program weekly.

It also was understood that the action in holding up the license renewals of the 26 stations was taken without any implications of over-commercialization, which led to the issuance in 1946 of the radio "Blue Book."

Most Washington observers agreed, however, that the action marked the end of the TV honeymoon with the FCC. They felt that from now on stations were going to have to hew more closely to the FCC program category line than they have been doing in the past.

When the FCC renewed the licenses of all TV stations in 1950, it warned that the program balance of some TV stations seemed a question and that a conference of all TV stations would be held to discuss that subject. The conference was never held.

The FCC warning last year spurred NARTB into establishing a TV code committee to draw up programming standards for telecasters. That code was adopted by the NARTB board last December [B•T, Dec. 10, 1951]. It went into effect March 1 (see separate story on page 65).

## FREE TV TIME

### Suggested for Politicos

SEN. EDWIN C. JOHNSON (D-Col.) suggested free time for political candidates in a talk before the Second Annual Regional Television Seminar at WAAM (TV) Baltimore [B•T, Feb. 18].

In two of four seminar sessions, television and its relation to the political scene was the principal topic.

At a second session devoted to TV and politics, a panel agreed that television will be a potent factor in the forthcoming national elections. The panel, moderated by Lynn Poole, Johns Hopkins U., was made up of Kenneth D. Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, radio-TV director, Republican National Committee; Rep. Richard Bolling (D-Mo.) and Rep. Harold C. Ostertag (R-N. Y.).

## DuMONT RENEWALS

### Summer TV Shows Planned

SIX renewals were announced last week by DuMont Television Network, with new contracts calling for runs from 13 weeks to a full year. Most of these intend to stay on the air throughout the summer.

**Renewing were:** ***Down You Go,*** **P. Lorillard for Old Golds, through Lennen & Mitchell;** ***The Plainclothesman,*** **Larus & Brother Co. for Holiday cigarettes and Edgeworth tobacco, Warwick & Legler;** ***Battle of The Ages,*** **Serutan Co., Franklin Bruck Adv;** ***Twenty Questions,*** **Mennen Co., by Kenyon & Eckhardt;** ***Rocky King, Detective,*** **American Chicle Co., Dancer-Fitzgerald-Sample; and** ***Rumpus Room,*** **Francis H. Legget & Co. for Premier Foods, by Peck Adv.**

## Bloomberg Named

HERBERT BLOOMBERG, central district sales manager for Allen B. DuMont Labs. Television Transmitter Division, has been named to supervise the division's sales activities in a realigned and expanded central sales territory now covering 15 midwest states. He will retain present title. Enlargement of his responsibilities, part of the division's 1952 expansion program, is effective immediately.

Mr. Bloomberg

She's lovely!
She's engaged!
(looking and listening to
WMCT from 7 am to midnight daily)

She's a member of one of the many families who make up the 120,000* TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—It's the first! The one! The only TV station in the Memphis area!

*According to latest Memphis distributors' figures.

and she's undivided, too!

When you take her, you take all of her. For 120,000 homes in the Memphis area is an indivisible audience. Your TV advertising dollar delivers more in Memphis than it does in many multiple station markets.

National Representatives The Branham Company

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY
TV Station
WMC WMCF WMCT

# GENERAL ELECTRIC TV 'FIRSTS' S
# PIONEER TRANSMITTER AND R

**Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science**

ON December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

*You can put your confidence in*

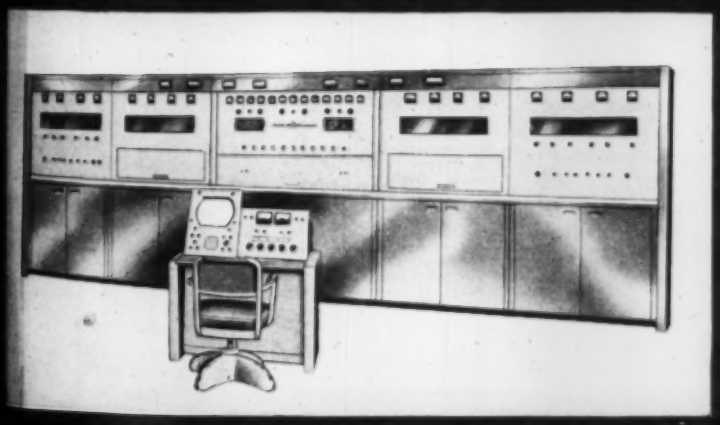
# SPAN QUARTER CENTURY FROM RECEIVER TO LATEST UHF EQUIPMENT

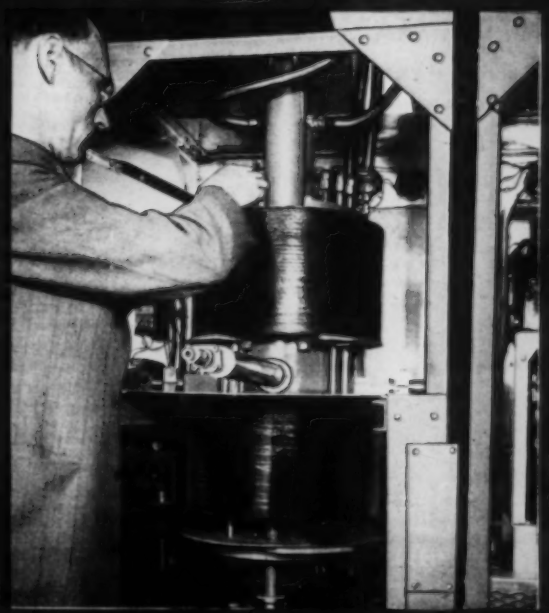
Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.'s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

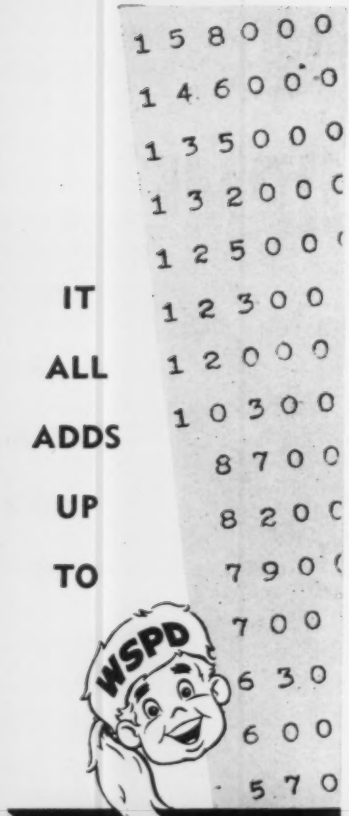
In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

*General Electric Company, Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC









# telestatus

## Children's Viewing Is Analyzed

(Report 203)

CHILDREN from the first through eighth grades in three Evanston, Ill., schools spend an average of 19 hours weekly watching TV, two hours less than the 21-hour average for the same group in 1950.

This was reported last week by Dr. Paul Witty of the School of Education at Northwestern U., located in Evanston, who has completed his second survey on the interest evinced by youngsters in television.

Other conclusions based on questionnaires returned by 1,400 school children, their parents and teachers:

One-third of the pupils said TV helps them in some of their school classes, but others said the temptation of TV to take them from their studies was "a detriment."

Most children seem to look at video between 6:30 and 8:30 p.m., a predominant time for adult rather than youthful entertainment.

Children said they read less than they did before having television, but admitted they read as many comic books as they used to. They also see fewer movies, as reported similarly in the 1950 survey, but still pass the boxoffice about once weekly.

Of the 1,400 children, 68% said they had TV sets in 1951, contrasted with 43% in 1950. Last year 26% of their teachers had sets, watching an average of 12½ hours weekly.

The amount of viewing time for youngsters drops 12% during the first year, about 2% the second, Dr. Witty reported.

Western movies are preferred by the tots, first grade through third, and decline in popularity with the increasing age of the child, the survey concludes. Seventh and eighth graders prefer *Comedy Hour* to western, and want to see more "up to date" movies, current events (especially about government), musicals and scientific shows. Fourth to sixth graders favored *Crusader Rabbit* and *Paul Whiteman Revue*, asking for more pictures about pioneers and movies concerning foreign lands and people. First through third graders like *Howdy Doody* best, and want to see more children's plays and hobby or crafts programs.

### Children Discriminate

Children, Dr. Witty says, "do not accept television programs indiscriminately." He said parents turned thumbs down on mysteries, cowboy movies and futuristic science-fiction, preferring more musical shows, good current event programs and "high grade" children's shows for their youngsters. Teachers seek more good dramatic programming, news and current events, hobby and how-to-do shows and science features.

Dr. Witty presented the summary conclusions at a meeting of the American Educational Research Assn. conference Feb. 25 in St. Louis.

* * *

## Indignant Mothers Monitor Children's TV

EIGHT MEMBERS of the Lafayette Mothers Committee on Mass Communications in San Francisco cooked dinners early and put in four hours of televiewing to find out what their children were seeing as daily TV fare.

According to their report, murders and assorted killings numbered 13 during the four hours. Other crimes depicted were: Sluggings, 14; kidnappings, 6; hold-ups, 5; explosions and dynamitings, 3; blackmail and extortions, 3; thieveries, 3; armed robberies, 2; arson cases, 2; lynchings, 1; torture scenes, 1; induced miscarriages, 1.

The committee asks: "To what depths has our civilization sunk when we permit the businessmen who use our publicly-owned airwaves free of charge, to offer such marijuana to babes in the names of cereals. . . ." The committee reported it planned to send its report to FCC. Mothers group was described as an offshoot of the Lafayette School's experimental class in teaching youngsters to discriminate among movies, comics, radio and TV.

## Weekly Television Summary—March 3, 1952—TELECASTING Survey

| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 13,000 |
| Ames | WOI-TV | 82,631 |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 185,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 367,436 |
| Binghamton | WNBF-TV | 50,150 |
| Birmingham | WAFM-TV, WBRC-TV | 90,000 |
| Bloomington | WTTV | 130,000 |
| Boston | WBZ-TV, WNAC-TV | 861,653 |
| Buffalo | WBEN-TV | 253,536 |
| Charlotte | WBTV | 132,338 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 1,077,817 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 329,000 |
| Cleveland | WEWS, WNBK, WXEL | 567,692 |
| Columbus | WBNS-TV, WLWC, WTVN | 210,000 |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 154,228 |
| Davenport | WOC-TV | 88,598 |
| Quad Cities Include Davenport, Moline, Rock Isc., E. Moline | | |
| Dayton | WHIO-TV, WLWD | 227,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 750,000 |
| Erie | WICU | 82,765 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 154,228 |
| Grand Rapids-Greensboro | WOOD-TV<br>WFMY-TV | 192,690<br>101,111 |
| Houston | KPRC-TV | 116,900 |
| Huntington-Charleston | WSAZ-TV | 76,000 |
| Indianapolis | WFBM-TV | 216,000 |
| Jacksonville | WMBR-TV | 53,000 |
| Johnstown | WJAC-TV | 138,454 |
| Kalamazoo-Kansas City | WKZO-TV<br>WDAF-TV | 170,560<br>189,161 |
| Lancaster | WGAL-TV | 135,576 |
| Lansing | WJIM-TV | 82,000 |
| Los Angeles | KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV | 1,161,036 |
| Louisville | WAVE-TV, WHAS-TV | 141,863 |
| Matamoros (Mexico)-Brownsville, Tex. | XELD-TV | 11,100 |
| Memphis | WMCT | 118,600 |
| Miami | WTVJ | 101,570 |
| Milwaukee | WTMJ-TV | 313,814 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 314,300 |
| Nashville | WSM-TV | 67,225 |
| New Haven | WNHC-TV | 224,000 |
| New Orleans | WDSU-TV | 81,764 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 2,850,000 |
| Newark | WATV | 101,833 |
| Norfolk | WTAR-TV | 116,685 |
| Oklahoma City | WKY-TV | 120,540 |
| Omaha | KMTV, WOW-TV | 1,010,000 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 55,100 |
| Phoenix | KPHO-TV | 342,300 |
| Pittsburgh | WDTV | 191,000 |
| Providence | WJAR-TV | 119,079 |
| Richmond | WTVR | 122,000 |
| Rochester | WHAM-TV | 88,998 |
| Rock Island | WHBF-TV | 73,220 |
| Quad Cities Include Davenport, Moline, Rock Isc., E. Moline | | |
| Salt Lake City | KDYL-TV, KSL-TV | 67,685 |
| San Antonio | KEYL, WOAI-TV | 126,300 |
| San Diego | KFMB-TV | 329,250 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 198,600 |
| Schenectady-Albany-Troy | WRGB | 129,300 |
| Seattle | KING-TV | 372,000 |
| St. Louis | KSD-TV | 166,577 |
| Syracuse | WHEN, WSYR-TV | 150,000 |
| Toledo | WSPD-TV | 108,265 |
| Tulsa | KOTV | 67,000 |
| Utica-Rome | WKTV | 335,715 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 93,014 |
| Wilmington | WDEL-TV | |

Total Markets on Air 64*

Stations on Air 109*

Estimated Sets in use 16,093,676

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

# the cook in 125,000 kitchens

Wheels whir in Carolina kitchens when WBTV's Suzie McIntyre "mans" the mixer. Professionals praise her pies, amateurs write for her recipes, ailing executives, viewing out of curiosity, call her about her cakes.*

*Nine famous foods are now participating in Suzie's popularity and power. The tenth will close the door on competition and open the door to new sales in 35 Carolina counties.*

*Actual Incident.

**WBTV**

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Television Spot Sales*

# SARKES TARZIAN* President of WTTS-WTTV—Bloomington, Indiana

## GIVES PERTINENT ANSWERS TO PERTINENT QUESTIONS:

Q . . . How has newspaper lineage stood up against Radio and TV in Bloomington?

A . . . Newspaper lineage in Bloomington was less in 1951 than in 1950. And, less in 1950 than in 1949!**

Q . . . Did newspaper have any effect on Radio sales results?

A . . . WTTS had more advertiser success stories than ever before, as is attested by BAB contest results. WTTS won awards in these three classifications: CLOTHING—FOOD & DRUG PRODUCTS—FOOD & DRUG STORES

Q . . . Has newspaper been a determining factor in TV advertising sales?

A . . . Bloomington TV ad sales last year increased 800% (No, that isn't a typographical error. 800% is correct)

Q . . . To what extent were radio time sales affected by this tremendous jump in TV?

A . . . There were no local Radio Advertisers who put advertising dollars into TV at the expense of Radio budgets!

Q . . . Where did the TV revenue come from?

A . . . You answer that one. It's obvious, isn't it?

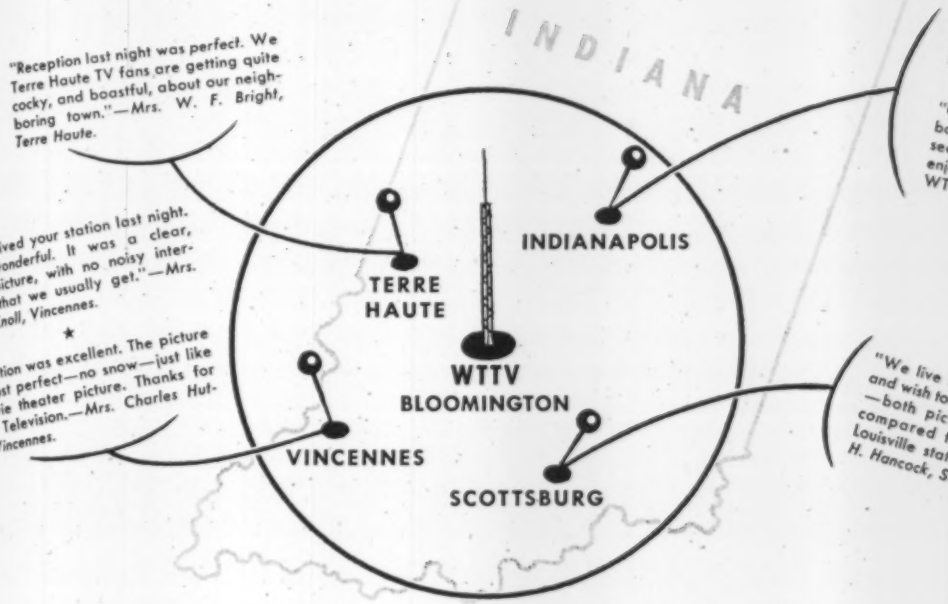
*Mr. Tarzian is head of Sarkes Tarzian, Inc. and in addition to operating Stations WTTV-WTTS, manufactures: TV Tuners, Selenium Rectifiers, Air Trimmers, Cathode Ray and Receiving Tubes.

**Indiana Business Review.

# OPEN FOR BUSINESS in a BILLION DOLLAR Market

## CHANNEL 10 WTTV BLOOMINGTON, INDIANA

Now reaching out to over 1½ million Hoosiers with our NEW Transmitting Equipment . . . HIGHER Tower . . . MORE Power!




"Reception last night was perfect. We Terre Haute TV fans are getting quite cocky, and boastful, about our neighboring town."—Mrs. W. F. Bright, Terre Haute.

"We received your station last night. It was wonderful. It was a clear, steady picture, with no noisy interference that we usually get."—Mrs. Orville Knoll, Vincennes.

★

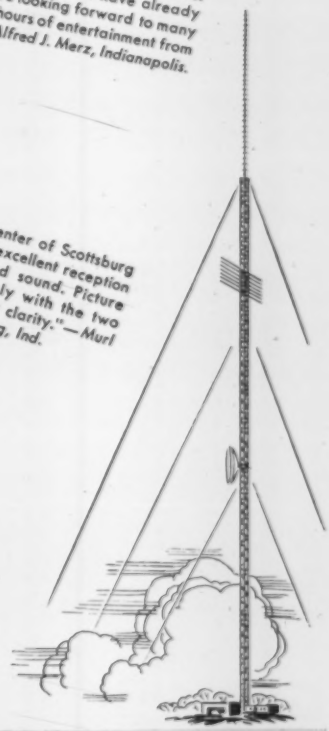
"Reception was excellent. The picture is almost perfect—no snow—just like a movie theater picture. Thanks for good Television.—Mrs. Charles Hutton, Vincennes.

"We receive your picture as well as, or better than, Indianapolis. Best of luck!"—George Flaskamp, Indianapolis.

★

"Our reception is perfect—without booster. From what we have already seen, we are looking forward to many enjoyable hours of entertainment from WTTV."—Alfred J. Merz, Indianapolis.

"We live in the center of Scottsburg and wish to report excellent reception —both picture and sound. Picture compared favorably with the two Louisville stations for clarity."—Murl H. Hancock, Scottsburg, Ind.



We're happy about the stacks of mail we've been getting. Primarily, we're interested in serving the southern and central parts of Indiana. That, we know we're doing! As far as distance is concerned, we have heard from points as far north as Garrett, Indiana, as well as from viewers in Kentucky, Ohio, and Illinois.

**STATION WTTV (channel 10) and WTTS (5000 watts)**
**Owned and operated by SARKES TARZIAN in Bloomington**

**You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!**

**TARZIAN MADE PRODUCTS**

STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10) OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON

**Call Bob Lemon, Station WTTV Bloomington, Indiana**
**or**
**Your nearest MEEKER office**
**NEW YORK • PHILADELPHIA • CHICAGO**
**SAN FRANCISCO • LOS ANGELES**

AT PREMIERE of *Super Circus* for Mars Candy Co. via ABC-TV were (l to r) DeWitt O'Kieffe, v. p.-TV creative dir., Leo Burnett Co.; William Weddell, Burnett v. p. for radio-TV; Mary Hartline, TV star; Ben A. Bouchard, Mars gen. sls. mgr.; Ralph Ellis, Burnett v. p.-acct. exec.; Gerald Vernon, ABC-TV Central Div sls. mgr. Pact for second half of show was effective Feb. 3 for 52 wks.

DISCUSSING TV and oranges at Hollywood luncheon are (l to r) Russell Eller, adv. mgr., Calif. Fruit Growers Exchange, and Edward Madden, NBC who is v. p. for sales, N. Y.

SYMBOL of circus is presented by Glenn Gundell (l), dir. of adv. & sls. prom., National Dairy Products Corp., N. Y., sponsor of *Big Top*, to Charles Vanda, v. p., WCAU-TV Philadelphia, producer of show.

LEE TRACY (l), star of *The Amazing Mr. Malone*, ABC-TV mystery show, visits J. P. Seiberling, president of sponsor, Seiberling Rubber Co., to get first-hand product data.

JEAN SLADDEN, women's dir., WDTV (TV) Pittsburgh, waves thanks to TV fans who answered her call for Christmas cards for cerebral palsy victims.

CBS-TV trio visiting Dallas is welcomed by Clyde W. Rembert (seated), managing dir., KRLD-AM-FM-TV. Standing (l to r) are C. A. Snyder, CBS-TV sta. rel.; A. B. Chamberlain, CBS-TV engineer, and Bob Wood, CBS-TV sta. rel.

# FOOTBALL REPLY

## NPFL Denies Anti-Trust

NATIONAL Professional Football League declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Sherman Anti-Trust Act.

Therefore, the league said, it is not violating the act by restricting radio broadcasts and telecasts of its games [B•T, Jan. 14; Oct. 1951].

The league, in an answer to government charges that the Sherman Act is being violated, said its principal business is staging football games. Anything else, such as TV or broadcasts, is incidental, the answer states.

The government filed its civil suit last fall, accusing the league of violating the Sherman Act by "blacking out" telecasts of home games.

The league petitioned the federal court in Philadelphia to throw the case out, but Judge Allen G. Grim after hearing argument January 21 ordered a hearing. He gave the league 45 days to reply to the government charge.

Judge Grim expressed hope that the case could be heard without undue delay because of its importance. The government has indicated that if it wins this test case it will bring charges to end restrictions on the telecasting of other sports including college football.

## 46 Miles of UN

FOLLOWING close of the UN General Assembly in Paris, Paramount Television reported that its coverage of the three-month proceedings totaled 244,820 feet—or more than 46 miles—of 35 mm film which have been seen by viewers of CBS-TV's daily UN program and ABC-TV's weekly *United or Not*. Some recordings also were used by BBC and by French and Spanish TV interests and by UN officials for theatre showings. Total footage was described as equivalent to 35 full-length Hollywood feature films.

SARRA Inc., New York, is using pl lets to visualize how "nice things h pen to people who use Ipana" in t Bristol-Myers series of 15-second co mercials. Agency is Doherty, Cliff & Shenfield, New York.


**Washington Watches Women's Shows**

"NANCY'S NOTEBOOK"
9-9:30 a.m.
*Tuesday through Friday*

Nancy Osgood, who has been charming Washington's feminine radio audience since 1944, is equally at home with television viewers . . . and four times a week she goes into their homes, with the latest in foods, fashions, news and entertainment.

SPOT PARTICIPATIONS AVAILABLE

**Watch Washington**

Did you know that Washingtonians, on the whole, live better than the rest of the nation? Demanding the best in foods and meats, they get it, for District Inspection laws see to that. Washingtonians also are among the best-dressed people in the United States. They buy more clothes than residents of other cities, because the nation's capital is a "white collar" town. With its extraordinary per-family income of over $6,000, Washington is a QUALITY MARKET worth watching.

**wnbw** Channel 4

*NBC Television in Washington*

*Represented by NBC Spot Sales*

# NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens *goes up*. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more *solidly sold*. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

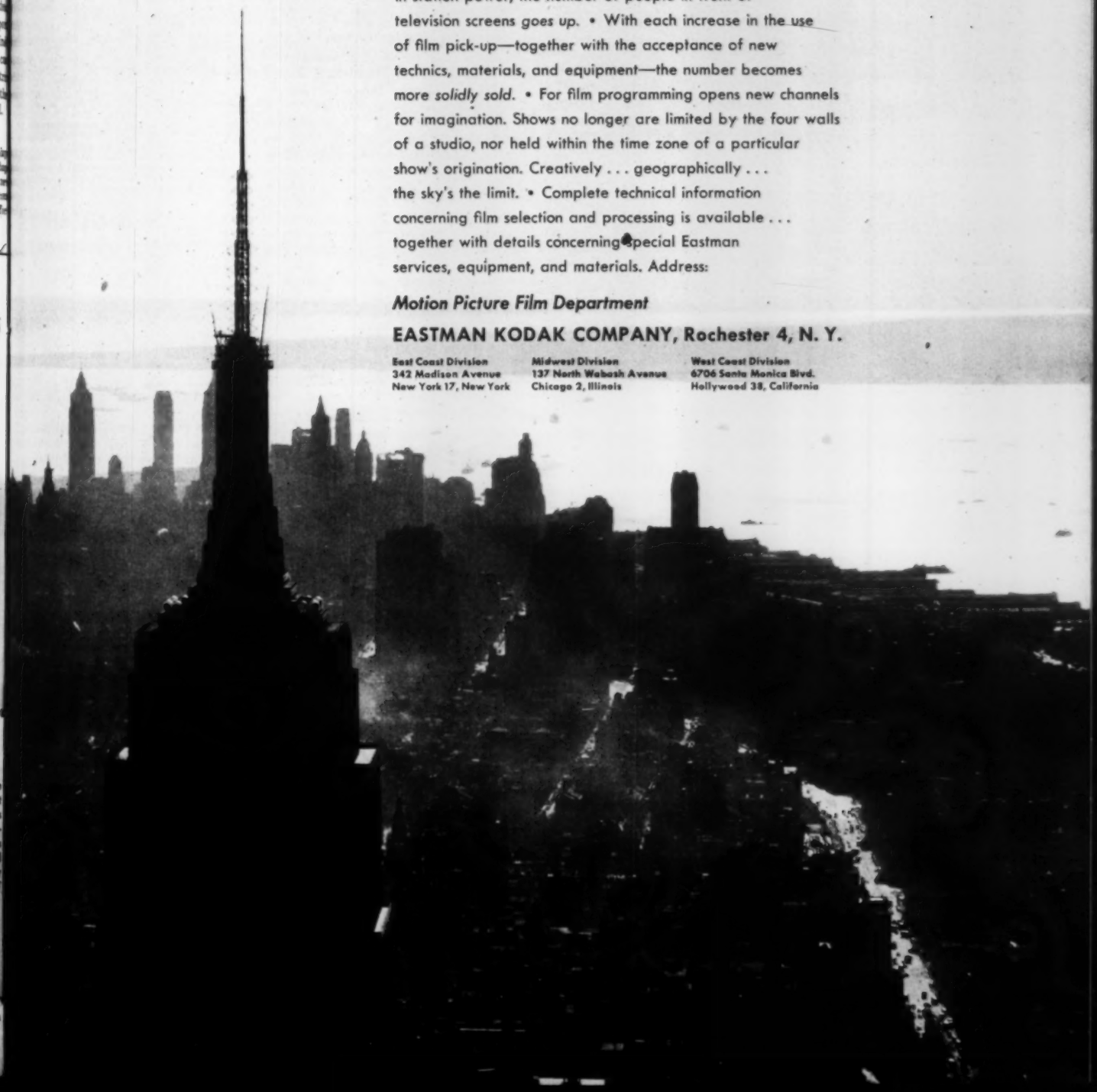
***Motion Picture Film Department***

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

**East Coast Division**
**342 Madison Avenue**
**New York 17, New York**

**Midwest Division**
**137 North Wabash Avenue**
**Chicago 2, Illinois**

**West Coast Division**
**6706 Santa Monica Blvd.**
**Hollywood 38, California**



KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego
Department Store
Dollar Volume
in 1951 . . . was
UP 6%
OVER 1950!
This Percentage
Gain Was
TWICE
The National
Average

Wise Buyers
BUY
KFMB
For
More
Business!
KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

# PHONEVISION

## Zenith Asks FCC Hearing

WHETHER "pay-as-you-see TV" should be officially recognized as a regular commercial method of broadcasting was put up to the FCC last week when Zenith Radio Corp. petitioned for a rule-making hearing to authorize its Phonevision system of subscription television.

Petition asked that hearings be held so that Zenith can offer testimony supporting its long-held contention that "television broadcasting would render a maximum service in the public interest if means were provided whereby the recipients of television programs could pay directly, as well as indirectly, for programs provided to them."

Implicit in the petition is the fact that Zenith intends to demonstrate various methods of decoding the Phonevision picture. Up to now, Zenith has always described Phonevision as working in conjunction with telephone lines.

In the opinion of some observers, the phrasing of the petition was also taken to mean that Comdr. Eugene F. McDonald Jr., president of the radio-TV manufacturing company, has receded from his original premise that TV could not pay for itself from advertising revenues alone.

### Adaptable for Color

Phonevision requires only a "relatively few and minor changes" in TV engineering standards, Zenith said in the petition. It not only will function with black-and-white TV, the petition read, but is adaptable for all types of color TV.

Zenith said that it would offer evidence at a hearing to prove that its method of subscription TV would:

**(1) Generally encourage the larger and more effective use of radio in the public interest.**

**(2) Provide the American public a needed and desirable service supplementary to existing services.**

**(3) Otherwise be in the public interest, convenience and necessity since Phonevision, with its great flexibility, offers desirable and feasible methods of providing a subscription television service.**

At such a hearing, Zenith offered to demonstrate various forms of Phonevision, "including a variety of coding techniques and methods of disseminating decoding information to subscriber receivers with particular emphasis on the feasibility of concurrently using a variety of methods of distributing the decoding information for a particular program to meet the exigencies of local conditions."

During the past years, the Phonevision system was described by its proponents as working like this:

A TV station sends out a regular video picture with one element of the signal missing. This results in a distorted picture on the viewing screen.

In order to clear up the picture, subscribers telephone a special operator with an order for the service. The operator sends the missing pulse, which flows into the TV receiver at home through a special Phonevision device. This brings the picture into focus.

Charges for the service would be included in the subscriber's regular telephone bill, Zenith said.

In comments on the recommendation that telephone lines and operators be used for Phonevision, Bell system officials publicly stated that they were against that part of the idea. Their objections were based on the use of telephone circuits for other than communications.

### 1951 Experiment

Early in 1951, Zenith ran a public test of its fee-TV system. Three hundred Chicago families participated in the 90-day experiment. Programs consisted of feature motion picture films, mostly 1948 releases. Zenith got the films after motion picture producers were prodded into cooperating by the Dept. of Justice. Each family was charged $1 for each program "ordered." A leased telephone circuit, manned by special operators, was used.

Results of the test, Zenith proclaimed, were beyond expectations. Average "admission fee" per family was $1.73 per week, Zenith reported, with average "attendance" 2.1 movies per week during the first month of the test, 1.5 the second month and 1.6 the third month. For the Bing Crosby-Barry Fitzgerald "Welcome Stranger" program, 180 of the 300 families "ordered," Zenith estimated.

Zenith never has announced the results of a comprehensive survey of the 300 test families made by the National Opinion Research Centre of the U. of Chicago. Presumably, NORC results will be made public at the public hearing requested by Zenith.

Phonevision is one of three subscription TV systems in various stages of development. Paramount Pictures Corp. owns a half interest in International Telemeter Corp., which has under development a coin-operated pay-TV system. It is now being tested on a limited basis in Palm Springs, Calif. Skiatron Corp. recently completed technical tests of its Subscriber-Vision TV system in conjunction with WOR-TV New York. It uses coded cards to clarify the distorted picture.

When Zenith first asked for permission to run an experimental Phonevision operation in Chicago in 1949, the Commission set the application for a hearing. Among the issues announced there by the FCC were:

**(1) Whether Phonevision should be classified as a common carrier or a broadcast service.**

**(2) Relationship of Zenith with Television Entertainment Co. TECO was set up by Zenith to handle the licensing of Phonevision transmitting equipment, to arrange fees and programs for the service. Zenith retained for itself the right to manufacture the receiving devices. First stockholders of TECO were Zenith officials.**

**(3) Relationship of Zenith and/or TECO to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.**

## TV CABLE GRANTS

### Made by FCC to AT&T

EXTENSION of TV intercity connections to Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City was among the grants made by the FCC last week to Bell System companies for a $60 million construction program this year. Telephone company is trying to tie these cities into the national TV hookup in time for the November elections [B•T, Feb. 18]. Later in the year, AT&T plans to extend the southwest interconnections to Tulsa and San Antonio.

Major telephone communications construction involves the laying of a new coaxial cable between Orlando and Tampa, Fla.; Knoxville and Chattanooga, Tenn.; Memphis, Tenn., and Little Rock, Ark. Although it is feasible to adapt the coaxial cable for TV circuits, AT&T has no such present plans.

Need a Good Film Spot..
AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.

For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money.
Send in your copy for estimate.
Our low prices will surprise you.

TV FILM SPOTS with AUDIO
AS LOW AS
8 Sec. $50
20 Sec. $80
1 Minute $150

Filmack Studios
133 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

# IN REVIEW

**KRAFT TELEVISION THEATRE,** with no fuss, feathers or fanfare beyond a simple mention of the fact in the opening announcement on Feb. 20 presented its 250th weekly hour-long dramatic production on NBC-TV, where it began on May 7, 1947.

Vehicle for this milestone telecast of video's oldest regular weekly series was Hubert Henry Davies' "The Mollusc," comedy drama concerning a woman who, like the sea animal which gave the play its name, devotes her energy to "sticking instead of moving" and, by her extravagant helplessness, dominates her household. The plot revolves around the efforts of her visiting brother to free her husband and, particularly, the young and attractive governess from their thralldom and to restore his sister to her former state as a normally active wife and mother.

Dortha Duckworth, as the domineering Dulcy, and Ernest Truex, as her long-suffering husband, gave the production better performances than its hackneyed script deserved. Catherine McLeod and John Newland carried off their roles as imprisoned maiden and rescuing knight with professional smoothness. The suburban home settings provided a realistically comfortable background for the players. As a whole the production was on a high level of technical competence, although the unchanging emotional level of the action throughout the drama gave it a certain monotony which was not conducive to holding the home viewers in rapt attention. The telecast's soporific tendencies should probably be attributed to the author rather than the producer, director or players.

To this reviewer, who has seen a fair number of Kraft dramas during the past five years, the 250th telecast was somewhat below the average for the series. By and large, the *Kraft Television Theatre* has provided a video counterpart of the stories in the mass circulation magazines. The aim is not at great art or intense emotion but rather at giving viewers a weekly hour of pleasant entertainment, which can be enjoyed without disturbing the relaxed attitude appropriate to the first hour after dinner. In this, Kraft has been eminently successful.

The sponsor and its agency deserve special mention for the high quality of the commercials which are inserted into the between-the-acts intermission periods in such a way as not to interrupt the action of the play nor disturb the mood of the audience. Recipes are naturally stressed and the imminence of the Lenten season gave last week's telecast an opportunity for presenting attractive meatless main dishes which was fully exploited. To arouse interest in food so soon after dinner is no small accomplishment and the Kraft commercials do it tastefully and well.

**Program: Kraft Television Theatre; NBC-TV, Wed. 9-10 p.m.**
**Sponsor: Kraft Foods Co.**
**Agency: J. Walter Thompson Co.**
**Producer-Director: Maury Holland.**
**Announcer: Ed Herlihy**
**Cast: Dortha Duckworth, "Mrs. Baxter"; Ernest Truex, "Mr. Baxter"; Catherine McLeod, "Miss Roberts"; John Newland, "Tom."**

## EDUCATIONAL TV
### *Program Seminar Planned*

A FIVE-DAY seminar on educational TV programming for some 60 college presidents and other school officials has been announced.

The seminar, entitled Educational Television Programs Institute, will be held April 21-26 at Pennsylvania State College.

Plans for the institute were announced by Dr. Arthur S. Adams, president of the American Council on Education, Washington.

Commenting on the seminar, Dr. Adams said it should serve to identify steps necessary for the most effective use by educational organizations of the TV channels FCC has proposed to reserve for educational non-commercial operation.

Institute will be directed by Dr. Carroll V. Newsom, associate commissioner for higher education in the New York State Education Dept. President Milton S. Eisenhower of Pennsylvania State College is chairman of the Institute Committee, a policy group which will guide the project.

It is expected that the staff in addition to Dr. Newsom will include an expert in television programming and consultants in technical, financial and other aspects of television operations.

Financial support to underwrite the institute and its staff has been provided by the Fund for Adult Education of the Ford Foundation.


SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Kansas City, Mo

"The better to see you with" day or night

YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. RCA-5820 is designed for general-purpose pickups. RCA-5826 is designed for "live" work in the studio.

Your local RCA Tube Distributor is ready to give you day-and-night service. Phone him any time.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

WHEN TELEVISION SELLS . . .

FOOD PRODUCTS IN SYRACUSE

P & C Food Markets Advertising Manager, Holland Gregg, reports, "We have been so delighted with the results of our afternoon "V-I-D-E-O" show that we wish to renew for another twenty-six weeks. From the very beginning the audience reaction was unbeliveable. There is no doubt in my mind that WHEN Television has a very important place in our merchandising and we expect to continue it as long as there is time available."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

- FIRST with television in Central New York
- FIRST with afternoon TV
- FIRST with morning TV

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

## WXYZ-TV FILM BUY

### Acquires 1,200 Movies

TWELVE HUNDRED motion picture films have been purchased for exhibition on WXYZ-TV Detroit, James G. Riddell, president, announced last week.

It is the largest single purchase of films in Detroit TV history and represents an investment of more than $250,000, he explained.

In announcing the transaction, Mr. Riddell said the net result will be to provide the more than 700,000 television homes in the Detroit area with feature film entertainment of outstanding quality. *Motion Picture Academy*, a twice-a-week show over WXYZ-TV sponsored by the Rose Jewelry Co., will exhibit many of the most important movies, he said.

Some of the 1,200 films are "The Story of G.I. Joe," "Open City," "Street Scene," "The Chase," "Rain," "As You Like It," "Desert Victory," "Turnabout," "The Iron Duke" and the "Topper" series.

## CHICAGO FILM PURCHASE

### Nash Dealer on WNBQ (TV)

PAUL (BUD) HAUSER, Chicago, owner of Nash Motor Sales, has bought a $63,000 film package of 39 new British movies for telecasting on WNBQ (TV). Mr. Hauser three months ago paid $150,000 for a series of Edward Small productions. The new British films will be shown in this country for the first time by Hauser Nash, which has a 1½ year TV exclusive.

Mr. Hauser now buys eight hours weekly on the station, sponsoring films from 11 p.m.-1 a.m. Monday, Wednesday and Friday and on Saturday from 10 p.m.-midnight. His Saturday feature, which reportedly attracts a million viewers, is responsible for such Sunday crowds that "customers think other buyers are salesmen!" Full-length features are shown on each of the *Grand Marquee* programs.

## WDTV (TV) Basketball

WDTV (TV) Pittsburgh reported the first basketball-cast in that city between undefeated teams of Duquesne and St. Bonaventure drew the biggest district audience in the station's three-year history. All seats for the game had been sold a month in advance. Twenty thousand mail orders for tickets had to be returned. Westinghouse arranged for the telecast. The survey showed, WDTV reported, that 72.7% of the TV homes in the area were dialed in. Of the sets in use in the tri-state area covered by WDTV, 99.6% were viewing the game. Average number of viewers per set was reported at 3.3.

# film report

ASKING for declaratory relief and charging breach of contract, **P. K. Palmer**, Hollywood producer of the early *Dick Tracy* TV film series, has filed suit in Santa Monica (Calif.) Superior Court against **Snader Telescriptions Sales**, Beverly Hills.

Mr. Palmer alleges he entered into a financing and distribution deal with Snader Sales last summer and that the firm never paid him under terms of agreement and has in addition tried to take over production of the TV series. He also asks for an accounting, injunction and appointment of a receiver by the court.

Snader two months ago filed a similar declaratory and accounting suit against Mr. Palmer, but it is still pending. Snader Sales owns a half interest in the TV series, and reportedly has tried unsuccessfully to make out-of-court settlement with the producer for take-over of the entire show.

### Sales . . .

**Screen Gems Inc.**, Hollywood, starting five half-hour television films for **duPont Co.**, Wilmington, Del., for NBC-TV *Cavalcade of America* series. Two films, previously shot experimentally by the company, have been accepted for the same series. Agency is **BBDO**, New York.

* * *

**Bing Crosby Enterprises**, Culver City, Calif., starting two more films for the *Rebound* series. They are titled "Honeymoon" and "The Guest" and are being shot for the **Packard Motor Car Co.**, Detroit. **Bernard Girard** is producer-director.

* * *

**Frank Wisbar Productions**, Hollywood, continues *Fireside Theatre*, half-hour television film series, for **Procter & Gamble Co.**, Cincinnati (Ivory soap, Crisco, Duz), with the signing of the 1952-53 contract. Agency is **Compton Adv. Inc.**, New York.

* * *

**TeeVee Film Co.**, Beverly Hills, Calif., has sold two series of its 26 five-minute television films, *Little Theatre*, in 22 national markets. Company is starting a third series, financed by **California Bank**, Beverly Hills branch, with **William Asher** as the director and **Sherman Harris** as executive producer.

**Hal Roach Studios**, Culver City, filming 50 lead-in commercials for **Liebmann Breweries Inc.**, Brooklyn (Rheingold beer), featuring **Herbert Marshall**, stage and film star, as Rheingold host. **Jack Reynolds** is the director. Agency is **Foote, Cone & Belding**, New York.

* * *

**Dudley Pictures Corp.**, Beverly Hills, is filming five commercials for CBS-TV *I Love Lucy* sponsored by **Philip Morris & Co.**, New York. Two are animated and three integrate animation with live action by show's stars, **Lucille Ball** and **Dezi Arnaz**. Agency is **Biow Co.**, New York.

* * *

**WATV (TV)** Newark has purchased from **Republic Pictures** 83 western feature films "never before shown on television," according to **Robert Paskow**, WATV film director. Films will be shown during the next 18 months. Each picture has been cut to 53 minutes running time and the films have been arranged in four series.

* * *

**KECA-TV** Hollywood has edited 26 feature mystery films, recently leased from **Republic Pictures**, to 53 minutes each. The films will be offered as package programs. They were originally released between 1939 and 1945.

* * *

**Snader Transcription Sales Inc.**, Beverly Hills, announces release of first 1952 acquisition. It is *Kid Magic*, 39 quarter-hour films. **Aladdin TV Productions**, Hollywood, produced the series which stars **Frank Scannell**, **Kay Kuter** and **David Kasday**.

### Production . . .

**Jack Teagarden**, jazz musician, signed by **Snader Telescriptions Corp.**, Beverly Hills, for 14 three-minute television films as first on 1952 production schedule. Series, directed by **Duke Goldstone**, is part of second library of Telescriptions.

* * *

**Jerry Courneya Productions**, Beverly Hills, starting 26 quarter-hour adventure film series, *Close-Up*, with **Noah Beery Jr.**, film actor, to star.

Produced by Courneya, and ready for distribution by **United TV Programs**, is *Curtis Nagel's Worlds of*

*(Continued on page 86)*

RANGERTONE BEST FOR TV FILMS USED BY → CRAWLEY FILMS, LTD. 19 Fairmont Avenue, Ottawa, Canada. SYNC-SOUND RANGERTONE 73 WINTHROP ST NEWARK 4, N. J.

# RED HOT

**THE HOTTEST SHOW** (by a country mile) **IN TELEVISION TODAY IS A 15-MINUTE, 5-TIMES-A-WEEK PROGRAM—THE TV VERSION OF "TELLO-TEST"—**

**IT'S CALLED...**

# MOVIE QUICK QUIZ

→ **On the market only a few days, it's already been snapped up by the following stations:**

WGN-TV, Chicago
WFIL-TV, Philadelphia
WNAC-TV, Boston
WMAL-TV, Washington, D.C.
WXYZ-TV, Detroit
KHJ-TV, Los Angeles
WTVN-TV, Columbus
WICU-TV, Erie
KING-TV, Seattle
KSTP-TV, Minneapolis
WOW-TV, Omaha
WLTV, Atlanta
WHAM-TV, Rochester
WJAR-TV, Providence
WAAM, Baltimore
WDSU-TV, New Orleans

**By the time this ad is printed most likely we'll have five more under our belt.**

**MOVIE QUICK QUIZ** has all the guts of "Tello-Test" plus a terrific visual feature—plus those wonderful U.S. Savings Bonds for awards furnished as part of the package.

**HERE IS ONE OF THE MOST VALUABLE FRANCHISES IN TV. IF IT'S STILL AVAILABLE IN YOUR MARKET—*grab it*—AND GIVE PRAISE UNTO ALLAH!**

*Phone, write or wire the UTP office nearest you for availabilities, prices and complete information.*

*MOVIE QUICK QUIZ is produced by Walter Schwimmer who also gave you America's most popular radio quiz **TELLO-TEST**

**United Television Programs, Inc.**

360 N. MICHIGAN AVENUE • CHICAGO • CEntral 6-0041
444 MADISON AVENUE • NEW YORK • Plaza 3-4620
140 N. LA BREA AVENUE • HOLLYWOOD • WEbster 8-9181

*Also—distributors for Bing Crosby Enterprises, Inc., Kling-United Studios, Marion Parsonnet Studios, and others.*

This week—read

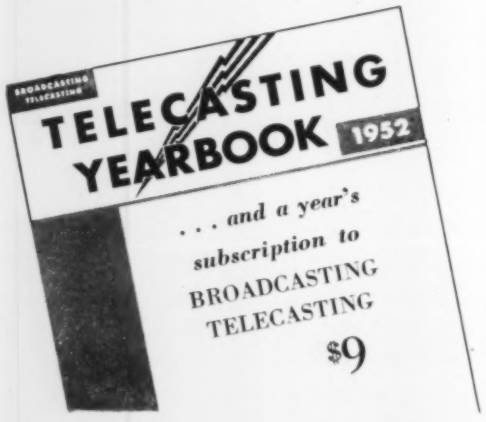
the first

TELECASTING YEARBOOK*

Read it and join the 2500 advertising agencies, 3000 national and regional advertisers—more than 5000 of the most influential buyers of television time.

It takes a book like this *first* Telecasting Yearbook to sum up the business of telecasting, underscore its economic and programming aspects. In fact, and in short, only the Telecasting Yearbook gives buyers everything basic about the business of television.

***This 54th issue . . .***




## Film Report

*(Continued from page 84)*

*Adventure.* Package contains 13 quarter-hour television films on travel.

* * *

**Citation Productions,** Hollywood, recently formed by **Ed Woodworth** to produce 13 half-hour television film series, *Date With Destiny.* Mr. Woodworth, formerly production supervisor for Commodore Productions, also plans *International Theatre,* an hour-long TV film series.

* * *

**Imppro Inc.,** Culver City, headed by President **Herbert Strock,** formerly associate producer Mark VII Productions for NBC-TV *Dragnet* film series, starting preproduction on four 13 half-hour TV film series. *Prowl Car,* dealing with uniformed policemen who ride prowl cars; *Deadline,* telling how reporters get their stories; *The Doctor,* written by **Jim Moser,** writer NBC radio *Dragnet,* and based on actual Los Angeles County medical cases, and untitled anthology series of separate stories which may be used as pilot films for later series to be developed.

* * *

**Interstate Television Corp.,** Hollywood, starting 13 half-hour TV film series, *Buffalo Bill,* starring **Jimmy Ellison,** film actor. **Lewis Collins** is director and **Vincent M. Fennelly,** producer.

* * *

**M. & A. Alexander Productions,** Hollywood, acquires TV production and distribution rights to *Renfrew of the Mounted,* based on Laurie York Erskine novels, which will become 13 half-hour TV film series. Rights to stories handled by **Douglas Shorer Co.,** N. Y.

* * *

**Nuclear Productions Inc.,** Hollywood formed by **Leon Chooluck,** executive producer, **Joseph Sternbach,** secretary-treasurer, and **Edna Chooluck,** vice president, to produce TV adventure film series.

* * *

**Athena Productions Inc.,** Hollywood, newly formed to produce TV film series with **Clifford Sanforth,** president, **J. E. Taylor,** vice-president, and **Alfred Westen,** secretary-treasurer.

### People . . .

**Lou Lilly,** editor scenario department **Jerry Fairbanks Productions,** Hollywood, adds duties of a production supervisor of company and head of TV film creative department. **Leo S. Rosencrans,** formerly 14 years executive writer Wilding Pictures, Detroit, and with company for past year as writer, named head of TV film commercial creative department.

* * *

**Regis Toomey,** stage and film actor, signed by **William Broidy Productions,** Hollywood, to star in 26 half-hour TV film series *Case Hist...* [B•T, Feb. 4].

* * *

**Scotty Beckett,** film actor, sig... by **Roland Reed Productions,** ...ver City, for featured role in *R... Jones, Space Ranger,* TV film ...ries.

* * *

**Joseph Moncure March,** film w... er, signed by **Screen Gems** ... Hollywood, subsidiary Colum... Pictures Corp., to write half-h... TV film for **American Petrole... Institute,** New York, in connec... tion with National Oil Week. **Ta... Jennings,** film writer, signed b... **Screen Gems** to write half-hour T... film for **Studebaker Corp.** 100th an... niversary.

* * *

**William C. Park,** KNBH (TV) Ho... lywood newsreel editor to **Sol Les... ser Productions** as writer, produce... and editor of feature film adven... ture series. He will also function... as adviser to Mr. Lesser on lat... ter's television programs.

* * *

**Kenneth Michael,** producer-director... KFI Hollywood, to **Frank Wisbar... Productions,** Hollywood, as assist... ant director on *Fireside Theatre* ... TV film series.

---

## DAVID KEES

### *Was With CBS-TV*

DAVID KEES, 30, CBS-TV director of special events, died Feb. 22 in Norwalk (Conn.) General Hospital, following a lengthy illness. He had entered the hospital a week earlier.

Mr. Kees joined CBS-TV last December, after serving as technical director and production manager of KPIX (TV) San Francisco since 1948. He directed the pooled telecasts of the Japanese Peace Treaty ceremonies which launched coast-to-coast telecasting last September.

Before joining KPIX, he had served for six years as engineer in charge of special events for KSFO San Francisco.

Mr. Kees was born July 2, 1921, in Shanghai, China, where his father was engaged in YMCA work. During the war he served in the Army Air Force.

He leaves his wife, Virginia, and a daughter, Margaret, 7.

TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios
VIDEO VARIETIES CORPORATION
Office 41 E. 50th St., N.Y. 22

# RESS-RADIO FEUD

## Rages in Orlando, Fla.

DGING by what happened in lando, Fla., Sunday (Feb. 24), *Orlando Sunday Sentinel-Star* didn't know what it was getting into when it ran a full-page ad titled "Why Scatter Your Shot?"

Mr. Brown

"Nobody can listen to all four radio stations at one time," the ad said, concluding with a family sketch showing e persons draped around various tions of a Sunday paper.

When J. Allen Brown, executive e president and general manger of WLOF Orlando, saw the ad er returning from church, he the ceiling—and then the typeeter.

Shortly after 1 p.m. WLOF car- an announcement, the first of that upset the quiet of Orlando's nday and kept the station's itchboard flooded with calls. At st 99% of the callers took sides th the station, it was reported. Mr. Brown said the first anncement brought a call from e of the newspaper's editors. e announcements were written in itorial fashion and carried on a turation spot formula, or one ery quarter-hour. They were pped at the end of the day. The *rlando Sentinel and Star* daily itions and *Sunday Sentinel-Star* e published by Martin Anderson, o recently sold his radio propcies — WHOO-AM-FM — to Edard Lamb of Toledo.

Here is a typical editorial anncement carried by WLOF dur- the day:

**Ladies and Gentlemen, there's a full-page ad in today's edition of "Orlando Sunday Sentinel-Star" attempts to belittle Orlando's four dio stations. Yes, the "Orlando Sun- Sentinel-Star" (or at least their ertising department) stoops low ugh to cast reflection on Orlando's r radio stations. These are the same tions that operate around the clock enever any emergency arises. The "Orlando Sentinel" devotes a -page ad in today's paper to belit- Orlando's four, public-service nded radio stations. These are the same stations that broadcast the up-to-minute hurricane news 24 hours a day whenever the emergency warrants.**

**These stations broadcast news bulletins for rare-blood donations when someone is lingering near-death at a local hospital. These are the same four radio stations that back "The Mothers' March on Polio" campaign with unlimited time, facilities and effort.**

**These are the same four radio stations that give complete cooperation and promotion in behalf of Orlando's Community Chest campaign. This is one charity drive that suffers each year from lack of complete newspaper promotion.**

**The big, full-page ad in today's "Orlando Sunday Sentinel-Star" that attempted to belittle radio, could easily have been devoted to promoting Orlando's recent Community Chest drive. This would have helped to make the drive more successful than it was.**

**No! The advertising boys at the "Orlando Sentinel" couldn't devote their precious advertising newsprint to a successful, worthy cause. They want to pick a fight with Orlando's four radio stations. Why do these boys want to start a fight among local advertising media? Why? . . . Why? Do you know the answer?**

# ANPA CAMPAIGN

## WAVE Promotes Radio

AMERICAN Newspapers Publishers Assn. campaign boosting newspapers as the best advertising medium has stirred an active counter-attack from another broadcaster [B•T, Feb. 25].

James M. Caldwell, radio program director, WAVE Louisville, commented that the ANPA ads "take a direct stab at radio and TV, taking the stand that only a fraction of a potential audience is listening at any given time.

"Since the ANPA has started this hassle, we do not intend to take it lying down," Mr. Caldwell declared.

In an inter-office memo, Mr. Caldwell urged WAVE staff members, "As soon as possible, let us get into effect a new intensified program of spot announcements promoting radio as a medium.

"In it, we will not make any direct derogatory remarks about newspapers; we will promote radio in a positive manner." During the campaign, Mr. Caldwell will be aming toward promoting radio as a medium and WAVE as a station, in that order, it was said.

## That's Digging

**WTAG Worcester, Mass., is always digging for business but it hardly expected to sell time to a well-digger. Yet that's exactly what happened. Salesman Jim McKnight signed C. E. Chapman for three spots a week on the morning *John Woods Show*. The well-digger rejected a modest suggestion to buy a mere 13 weeks—despite the fact there's a limited market for wells these days. "All right," said Mr. Chapman, "then let's try it for a year."**

# WEISS RESIGNS

## Returns to Hughes Post

LEWIS ALLEN WEISS, former Don Lee chairman, will resign effective March 31 as assistant administrator of National Production Authority and director of its Office of Civilian Requirements. Following a four-month European trip with Mrs. Weiss, he will return to Los Angeles as management advisor to Gen. Ira C. Eaker, executive vice president of the Hughes Industries.

Mr. Weiss

Mr. Weiss, it is expected, will be succeeded by his present deputy, Walter J. Curry, former European representative of Avco and of Standard Brands. Mr. Weiss also was a member of the requirements committee of the Defense Production Administration.

Mr. Weiss entered the government service 14 months ago—shortly after the sale of Don Lee to General Tire & Rubber. At that time he had been retained by the Hughes organization, but immediately was loaned to the government on a no-pay basis. A quarter-century veteran of radio and television, Mr. Weiss also had served as chairman of the board of Mutual.

The Weisses will sail on the American Export Liner *Excambion* for Naples, and will celebrate their 30th wedding anniversary April 22 aboard ship. They recently became grand-parents for the first time. Following the cruise, they will tour Europe for three months—satisfying a "30-year dream."

## Easley Trial Set

TRIAL of Robert L. Easley, radio consulting engineer indicted on charge of using the mails to defraud [B•T, Jan. 28, 21], has been set for March 18 in U. S. District Court in Washington. Mr. Easley pleaded not guilty at his arraignment earlier this month. Conviction of the four-count indictment carries a penalty of one year in jail or a $1,000 fine for each count, or both. Mr. Easley, in a statement issued the week after his indictment, blamed his predicament on "envy and petty malice."

# ANPA HITS S 2444

## Bad Precedent Cited

THERE were only a few scattered shots last week on S 2444, the Johnson-Case bill to bar liquor advertising on the airwaves.

Senate Interstate & Foreign Commerce Committee, chairmanned by the bill's co-sponsor, Sen. Ed C. Johnson (D-Col.), did not take the bill up in the committee's executive session last Wednesday. The committee meets again March 12.

Full round was fired by the American Newspaper Publishers Assn. on Feb. 22. The organization said the bill was discriminatory because it would prevent the advertising of a legally made and sold product. The publishers noted that the legislation would be directed against "one segment of advertising media only."

If S 2444 were enacted, the publishers continued, Congress might then take the position that it had the right to legislate against any other product in some other medium or "to eliminate all advertising at their whim." The protest was contained in a letter sent by Cranston Williams, general manager of newspaper group, to Sen. Johnson.

Sen. Harley M. Kilgore (D-W. Va.), meanwhile, released a statement in which he said that now that hearings on the liquor bill have been concluded [B•T, Feb. 11], he was re-issuing a letter he had received two years ago when a similar bill was being considered by the committee (the Langer bill). Letter, supporting passage of "dry" legislation, was by Judge Harlan M. Calhoun of West Virginia's Twenty-Second Circuit Court.

Immediate Delivery
IN STOCK AT ALLIED!
RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. RCA-892R, $362
RCA-891R. Forced-Air-Cooled Triode—in stock for immediate delivery. RCA-891R, $362
Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
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Broadcast Division
833 West Jackson Blvd., Chicago 7
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# EARNING DATA

## FCC Reports Plan Hit

TWO comments received by the FCC on the Commission's plan to change the annual report on employment and earnings, required annually, stress that the new form doesn't look very simple and that there is doubt as to whether the FCC is authorized to demand the information to be submitted under the new form [B•T, Jan. 14].

NBC objected to the form, and stated that there is a "serious question as to the authorization of the FCC to require licensees to furnish the detailed information . . ." but NBC's comments did not deal with the legal question.

Information to be furnished the FCC would not aid the Commission in determining the financial qualifications of an applicant or licensee, the network said. "The FCC can look to the balance sheet and the profit and loss statements to ascertain whether [the station] can sustain the operation."

"The amount a broadcaster pays his announcers, engineers, salesmen, etc., has no bearing upon the Commission's functions under the Communications Act," NBC claimed.

NBC has more than 4,000 employes, the petition revealed, and it was thought 75% of them would have to be "reported" under the new form.

"Before the FCC undertakes to require this expenditure of time, effort and money by its licensees to collect and compile this data, careful consideration should be given to the value of such a study when completed," NBC said.

Congress should authorize the rule-making proposed, the network felt.

NARTB also objected to the new form.

The association said the FCC is not authorized to "require the divulgence by licensees of the information to be elicited by the proposed form." It is not consistent with the present annual report section of the FCC Rules, NARTB said.

The new form is not a simplification but a complication of the presently required reports, the association asserted.

The public need for the additional information has not been shown, the petition said, and furthermore "the Bureau of Labor Statistics has no authorization to get the information." NARTB objects to BLS's efforts to get the information "indirectly" and "circuitously" when it cannot get it directly.

The principal purpose of the proposed revision, as announced by the FCC, is "to obtain specific television occupational data which heretofore have not been readily available."

The proposed form would require each broadcaster, for a sample week, to:

**(1) Classify each full-time employe by occupational title (station title);**

**(2) State whether employed in radio or television operations, or both;**

**(3) Assign each employe one of 34 occupational code numbers according to detailed Bureau of Labor Statistics job descriptions;**

**(4) State each employe's sex;**

**(5) State each employe's scheduled weekly hours and scheduled weekly compensation.**

**EXAMINING results of rural Pulse survey are (l to r) Owen Saddler, executive vice president-general manager, KMA Shenandoah, Iowa; Edward W. May, KMA president, and Dr. Sydney Roslow, president of Pulse Inc. Trio is pictured at KMA "Coffee Klatch" in Omaha, attended by 85 Omaha advertising men.**

# FIELD TEST COMPLETED

## Seattle Outlets Study Report

THE TV transmitter site tests conducted jointly under the auspices of KING-TV, KIRO, KJR and KOMO Seattle [B•T, Nov. 19, 1951] have been concluded and the report is being studied by engineers at the four stations.

The report, a confidential document, was prepared by Prof. Myron Swarm of the U. of Washington Electrical Engineering Dept. It was based on field tests comparing the relative effectiveness of two possible sites for television transmitters — Queen Anne Hill in Seattle and Squawk Mountain, south of the city.

## WPRS-FM on Air

WPRS-FM Paris, Ill., has taken the air, programming independently of WPRS which commenced operation in May 1951. FM operation was launched with broadcast of state basketball tournament. Building has been expanded and staff will be increased for FM, according to Carl Sunkel, WPRS program director. WPRS-FM operates on 98.3 mc.

COLUMBIA Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.

# RED CROSS DRIV

## Radio, TV to Prom

THE ANNUAL radio and tel sion campaign for the national greater New York fund drives the American Red Cross launched Feb. 23 and will through March.

For the Red Cross Sabbath (S urday) and Red Cross Sun (yesterday), special appeals w sent to program directors on stations located in New York use on or around religious grams on those dates.

For Radio-TV Day next Fri when the drive gets into full sw —spots and brief features being distributed to all statio to be followed in March with spe feature and human interest ma terial which will be distributed commentators each week.

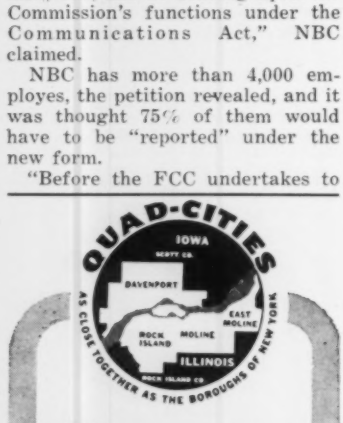
President Truman is slated launch the campaign officially Thursday night with a speech to carried on both radio and TV net works [B•T, Feb. 18].

Among the special aids to be dis tributed to radio stations will b recorded programs by Bing Crosby Bob Hope, Alice Faye and Phil Harris and *The Railroad Hour*. Also available to stations will b a brief appeal recorded by E. Roland Harriman, president of ARC; Robert A. Lovett, Secretary of Defense; Lee Price, president of U. S. Junior Chamber of Commerce; George Meany, secretary-treasurer, AFL; Philip Murray, CIO; Donald R. Wilson, national commander, American Legion, and others.

New York area station officials were guests of the Red Cross Radio and TV Committee, headed by James Sauter, at a plans luncheon last Wednesday. The national goal is $85 million; New York City's $6.7 million.

## Woodland Stricken

CECIL WOODLAND, general manager of WQAN-AM-FM Scranton, Pa., suffered a heart attack en route to Washington, D. C., fort-night ago. He is recuperating at St. Mary's Hospital, Amsterdam, N. Y., the city where his wife was visiting when he was stricken.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**KGW** PORTLAND, OREGON on the efficient 620 frequency AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# programs promotion premiums

YOUNG ladies of Saranac Lake, N. Y., got a fund of Leap Year encouragement from WNBZ when the station sponsored a post card poll to determine the most popular bachelor in the area. Of 1,700 answers, 457 votes were cast for Arthur Fortune, 35 year old serviceman for a local bottled gas company, who was named "Mr. Bachelor of 1952." Mr. Fortune collected several prizes contributed by interested businessmen as well as three that are still unclaimed: a free marriage ceremony, wedding cake and honeymoon if he marries within the next year.

### FIRST HAND INFORMATION

GOOD WILL tour is made each Saturday into several of the 82 counties covered by KWTO Springfield, Mo., by farm service director Lloyd Evans and public relations director Bill Bailey. Purpose of the jaunt is to visit with the people in surrounding towns and gather opinions on how the station may better serve the area.

### SHOPPING CAN BE FUN

DETROIT Supermarket shoppers may get a chance at some fun and prizes from now on when they go marketing. *Good Luck to You* has been introduced over WJR. Show, featuring Ralph Freeman as quiz master, will originate at different store each day. Quiz contestants will be selected from the store audience.

### OLD BUDDIES

MOTION picture theatre-TV station promotion tie-up was successfully executed in Washington, D.C., last week. Principals involved were WTOP-TV and RKO Keith's Theatre. "Pick Temple Day," featuring appearances of Pick Temple, WTOP-TV personality, at showings of "Bend of the River" tripled theatre business, according to film officials. Mr. Temple gave two shows lasting 15 minutes each. Both the station and the theatre cooperated in promoting the event to everybody's satisfaction.

### SPORTS EXCLUSIVE

NEWS of the Olympic games in Oslo, Norway were reported exclusively to WFIL Philadelphia by Elizabeth Parkinson Speck, author and member of the U. S. Figure Skating Assn. who was engaged by the station as a special correspondent. When Mrs. Speck returns to this country, she will appear on several programs at the station to recount her experiences at the winter games.


HAVE YOU HEARD ABOUT Esther Van Wagoner Tufty $1 scripts?

TUFTY NEWS BUREAU
National Press Building
WASHINGTON, D. C.


### ECONOMY PLUS

FOREST greenery decorates a promotion piece put out by KCKN Kansas City, instructing potential advertisers "to saw off a bigger chunk of sales" in the area by using the station as an advertising medium. Promotion plugs low-cost sales booster packages such as the 26 50-word spot announcements for $180 which are aired at times the sponsor specifies during any calendar month.

### NOTHING TO SELL

ANTI-COMMERCIAL radio listeners in Westerly, R. I., have had their prayers answered by a local manufacturer. The company sponsoring six Westerly High School athletic contests on WERI as a public service instructed station officials not to give commercials at any time during the broadcasts because of their public service nature. Company's name, however, is mentioned at the opening and close of each program.

### RECEPTION IS THE THING

BEST proof of TV coverage is home reception, according to promotion released by WFIL-TV Philadelphia. Copy cites survey statistics showing that the station covers 5,869,284 potential customers. Figure break-down plus map illustrations of the actual area covered by the station are directed at the advertiser reminding him that "the WFIL-TV audience goes to market with you in mind."

### RADIO SALUTE

CANADIAN independent stations are planning a live talent salute from the industry to Queen Elizabeth II. Idea came from Phil Lalonde, manager of CKAC Montreal, and arrangements have been completed with the Canadian Broadcasting Corp. A special network will be established to allow all privately-owned Canadian stations to participate in the program. Leading talent, both French and English, will be used. Stations unable to carry the program at the time of the network will be able to carry it on tape or disc later.

### SIGN NON-ADVERTISER

NEW feather has appeared in the cap of WWJ-TV Detroit for signing Stanley Home Products of that city to 13-week contract. The non-advertising firm which long claimed selling was a matter of personal contact with customers has succumbed to the lure of the TV screen with its sponsorship of a half-hour weekly audience participation show. Company's products are awarded as prizes. Walt Kose and Marge Rogers, both of station's staff, are writing and producing show.

### NO RIVALRY HERE

CURRENT top tunes and classical music go hand in hand at KWK St. Louis. A seven-program series has been set up by station disc jockeys who dedicate popular songs to all those who make telephone pledges to help the St. Louis Symphony Society for the orchestra's maintenance fund. Broadcasts handled by Ed Wilson, Gil Newsome and Tom Dailey are running for two weeks.

### TV VALENTINE

MOTHERS of servicemen who are serving on the cruiser *St. Paul* in Korea got a special Valentine from KSTP-TV St. Paul - Minneapolis. Last November, the station sent film to the ship with instructions to take shots of the men, all of whom are from the Minnesota area. When the film was returned, 30 phone calls were made informing mothers what time to turn on the TV set on Feb. 14.

### DISC SWITCH

NBC Chicago started its "swing to 45" promotion last week with on-the-air mentions by disc jockeys and conversion of many of its 35,000 records to the 45 rpm discs. *Swing to 45*, a recorded show, will be aired weekly during the six-week campaign, backed by a schedule of station breaks, one-minute spots and dealer tie-ins.

### PROGRAM EXPANSION

TRI-LINGUAL policy covering Italian, English and French will be inaugurated today by WOV New York, bi-lingual independent, with the initial broadcast of *France on Review*, planned for Monday-through-Saturday airing from 7:30-8 p.m. EST. Program will follow the station's Italian language programming and will feature news on Paris fashions, interviews with prominent French officials, popular music and French opera.

### ON THE ALERT

ANNOUNCEMENT aired recently over Columbus, Ohio stations was proof positive that "wherever you go, there's radio." Broadcasters were asked to deliver a brief message test alerting 90 some members of one of the Air National Guard units at nearby Lockbourne Air Force Base. Result was, within a half hour, 3,500 of the base personnel had reported in person or by phone.

### SCHOOL DAY SAFETY

SCHOOL children are being heard in a safety campaign over WOL Washington in cooperation with the American Automobile Assn. urging listeners to drive carefully en route to and from work. Members of the school boy safety patrol are taking part in the transcribed series aired each day in the morning, at midday and late in the afternoon.

### KIDS PLUG PARENTS

LIKE father, like son—or daughter—as the case may be at WDRC Hartford, Conn. Children of station personalities are being heard over the air as part of the station's program promotion. Susy Smith, 4, is plugging father Jack Smith's disc show. Kathy Sheehan, 3½, urges listeners to hear her papa's newscast nightly and Rolf and Neil Olson, 10 and 5 respectively, put in a good word for their father's a.m. news program.

### WAY TO A MAN'S HEART

SUPPLY of the sponsor's product is sent to TV columnists by KGO-TV San Francisco to promote *Let's Go Shopping*, the Evangeline Baker show sponsored by Remar Bread Co., Oakland. Note accompanying bakery products tells recipient to enjoy not only the content but the TV show as well.

### CHILDREN'S DEFENSE SHOW

SCHOOL children got a taste of the meaning of civil defense through the facilities of KFAL Fulton, Mo., last week in a special 15 minute broadcast heard in all city schools at 10:30 a.m. Radios were installed in each class room.


immediate revenue produced with regional promotion campaigns

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PAUL W. McCOLLISTER, General Manager

## February 21 Applications . . .

**License Renewal**

Following stations request renewal of license:

KFXM San Bernardino, Calif., KLZ Denver, KMVI Wailuku, Hawaii, KFXD Nampa, Idaho, WIBW Topeka, WLAP Lexington, Ky., WGAN Portland, Me., KWTO Springfield, Mo., KMON Great Falls, Mont., WGR Buffalo, WEAN Providence, R. I., WSYR Syracuse, N. Y., WIS Columbia, S. C., WNAX Yankton, S. D., WREC Memphis, WCAX Burlington, Vt., WLVA Lynchburg, Va., WSLS Roanoke, Va., KVOS Bellingham, Wash., and WMAM Marinette, Wis.

**APPLICATIONS RETURNED**

**Geneva County Reaper, Geneva, Ala.**—RETURNED application for CP new AM station on 1150 kc, 1 kw daytime.

**KFDR Grand Coulee, Wash.**—RETURNED application for assignment of license from Carl F. Knierim to W. Richard Carlson Jr. and Norah B. Carlson, d/b as Grand Coulee Bcstg. Co.

## February 25 Decisions . . .

**BY THE SECRETARY**

**Granted License**

**WMIT (FM) Yancey County, N. C.**—Granted license new FM station: 106.9 mc (Ch. 295) 325 kw ant. 3300 ft.

**WTAD Quincy, Ill.**—Granted license covering increase in daytime power, etc.: 930 kc, 5 kw-LS, 1 kw-N, DA-N, fulltime.

**Granted CP**

**KPOC Pocahontas, Ark.**—Granted CP to mount FM ant. on side of AM tower; cond.

**Granted Modifications**

**KSID Sidney, Neb.**—Granted mod. CP to change ant. system and trans.; cond.

**WSWF Ft. Myers, Fla.**—Granted mod. CP for approval of ant., trans. and main studio locations.

**KDON Santa Cruz, Calif.**—Granted mod CP for extension of completion date to 8-18-52.

**WFSS Coram, Long Island, N. Y.**—Granted mod. CP for extension of completion date to 9-13-52.


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Operation available by combining units in rich Magnecorder cabinets.

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# FCC actions

FEBRUARY 21 THROUGH FEBRUARY 28

| | | |
|---|---|---|
| **CP-construction permit** | **ant.-antenna** | **cond.-conditional** |
| **DA-directional antenna** | **D-day** | **LS-local sunset** |
| **ERP-effective radiated power** | **N-night** | **mod.-modification** |
| **STL-studio-transmitter link** | **aur.-aural** | **trans.-transmitter** |
| **synch. amp.-synchronous amplifier** | **vis.-visual** | **unl.-unlimited hours** |

**STA-special temporary authorization**

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.* *(See page 95.)*

## February 26 Decisions . . .

**COMMISSION EN BANC**

**To Increase Power**

**KWHP Cushing, Okla.**—Granted mod. CP to increase power from 500 w to 1 kw, daytime, on 1600 kc.

**To Remain Silent**

**WNAW North Adams, Mass.**—Granted authority to remain silent additional 60 days from Feb. 7 pending financial reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

**WWXL Peoria, Ill.**—Granted authority to remain silent for 60 days from Feb. 14 pending financial reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

**To Specify Move**

**WCEN Mt. Pleasant, Mich.**—Granted mod. CP to specify max. expected oper. values under authorization to increase power from 500 w day to 1 kw-LS, 500 w night on 1150 kc, DA-N fulltime; cond.

**Granted Authority**

**WPAM-FM Pottsville, Pa.**—Granted special experimental authority to operate station by remote control from AM trans. without licensed operator in attendance at WPAM-FM trans. for period ending Aug. 25, 1952; cond.

**WGST-FM Atlanta, Ga.**—Granted special experimental authority to operate station by remote control from AM trans. for period ending April 1, 1952, without licensed operator in attendance at WGST-FM trans.; cond.

**License Renewals**

Following stations granted renewal of license for regular period:

WBNS-TV Columbus, Ohio, WJBK-TV Detroit, WJAC-TV Johnstown, Pa., WSPD-TV Toledo, WKRC-TV Cincinnati, WBBB-FM Burlington, N. C., WGCM-FM Gulfport, Miss., WIMA-FM Lima, Ohio, and WJOB Hammond, Ind.

**License Extended**

Following stations granted temporary extension of license for period ending June 1:

WSMB-FM New Orleans, WSYB Ruthland, Vt., KPRO Riverside, Calif., KREO Indio, Calif., KYOR Blythe, Calif., KVVC Ventura, Calif., KHBR Hillsboro, Tex., and WLOA Braddock, Pa.

## February 26 Applications . . .

**ACCEPTED FOR FILING**

**AM—1170 kc**

**KCBQ San Diego, Calif.**—Special service authorization to operate daytime employing non-directional ant. for period of 6 months.

**Licensee for CP**

**KTAC Tacoma, Wash.**—License for CP, as mod., which authorized frequency change, power increase, hours of operation, DA-N and change in trans. location.

**CP for CP**

**WKEI Kewanee, Ill.**—CP to replace expired CP which authorized new AM station on 1450 kc with 100 w, fulltime.

**Modification of CP**

**WNEW New York**—Mod. CP, as mod., which authorized power increase, change from DA-DN to DA-N, new trans. etc., for extension of completion date.

**KMLW Marlin, Tex.**—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

**WHFC (FM) Chicago**—Mod. CP, as mod., authorizing changes in FM station, for extension of completion date.

**WABD (TV) New York**—Mod. CP, authorizing changes in TV station, for extension of completion date to Sept. 13, 1952.

**License Renewal**

Following stations request renewal of license:

KSTP-TV St. Paul, KE2XHZ Nutley, N. J. (experimental TV bcstg. station), WUSV (FM) Scranton, Pa. (non-commercial educational FM station), WDBO Orlando, Fla., WGRA Cairo, Ga., WSAV Savannah, Ga., KGMB Honolulu, Hawaii, KIDO Boise, Idaho, KXXX Colby, Kan., KXOK St. Louis, KOPR Butte, Mont., WDNC Durham, N. C., WPRO Providence, R. I., KTSA San Antonio, Tex., KTBB Tyler, Tex., and KPQ Wenatchee, Wash.

**TENDERED FOR FILING**

**AM—1030 kc**

**KWBU Corpus Christi, Tex.**—Extension of special service authorization to operate on 1030 kc with 50 kw, with non-directional ant. from LS at Boston to LS at Corpus Christi, for period not to exceed 12 months beginning March 15.

## February 27 Decisions . . .

**COMMISSION EN BANC**

**AM License Renewals**

Following AM stations granted renewal of licenses for regular period:

KEXO Grand Junction, Col.; KOKE Keokuk, Iowa; WAYZ Waycross, Ga.; WNLK Norwalk, Conn.; WSBB New Smyrna Beach, Fla.; KBUC Corona, Calif.

**AM Licenses Extended**

Following AM stations granted temporary extensions of licenses to June 1, 1952:

WIAM Williamston, N. C.; WWVI Rio Piedras, P. R.; KALA Sitka, Alaska; KBMW Breckenridge, Minn.; KBOK Waterloo, Iowa; KBYR Anchorage, Alaska; KHIT Lampasas, Tex.; KIND Independence, Kans.; KLPR Oklahoma City, Okla.; KRKL Kirkland, Wash.; KXA Seattle, Wash.; WACR Columbus, Miss.; WIBG Philadelphia; WREX Duluth, Minn.; WMGM New York.

**KCSJ Pueblo, Col.**—Granted further temporary extension of license until final action in hearing on its renewal or until April 1, 1953, whichever is earlier.

**WOW Omaha, Neb.**—Same, but until June 1, 1953.

**KSVC Richfield, Utah**—Same, but until Oct. 1, 1953.

**KTXC Big Springs, Tex.**—Same, but until Oct. 1, 1953.

**KXLA Pasadena, Calif.**—Same, but until June 1, 1953.

**WELS Kinston, N. C.**—Same, but until Dec. 1, 1954.

**WJVA South Bend, Ind.**—Same, but until Aug. 1, 1952.

**WKOW Madison, Wis.**—Same, but until Dec. 1, 1952.

**WOL Washington, D. C.**—Granted further temporary extension of license for synch. amp. only, until final action in the hearing re engineering issues etc., or until Oct. 1, 1954, whichever is the earlier.

**FM License Renewals**

Following FM stations granted renewal of licenses on regular basis:

WRJN-FM Racine, Wis.; KCRK-FM Cedar Rapids, Iowa; KECA-FM Los Angeles; KFSD-FM San Diego; KGDM-FM Stockton, Calif.; KNX-FM Hollywood; KRIC-FM Beaumont, Tex.; KRLD-FM Dallas; KTTS-FM Springfield, Mo.; KTUL-FM Tulsa; KXYZ-FM Houston; WAAT-FM Newark, N. J.; WBBO-FM Forest City, N. C.; WBIR-FM Knoxville; WCAL-FM Northfield, Minn.; WCNT-FM Centralia, Ill.; WCOL-FM Columbus, Ohio; WCOU-FM Lewiston, Maine; WCOV-FM Montgomery, Ala.; WCSI-FM Columbus, Ind.; WCTA-FM Andalusia, Ala.; WDRC-FM Hartford, Conn.; WEEU-FM Reading, Pa.; WENR-FM Chicago; WERC-FM Erie, Pa.; WESC-FM Greenville, S. C.; WFJL (FM) Chicago; WFLA-FM Tampa, Fla.; WFNS-FM Burlington, N. C.; WFRS (FM) Grand Rapids, Mich.; WHBC-FM Canton, Ohio; WHDH-FM Boston; WHLD-FM Niagara Falls; WHYN-FM Holyoke, Mass.; WIBM-FM Jackson, Mich.; WIP-FM Philadelphia; WIS-FM Columbia, S. C.; WJIZ (FM) Hammond, Ind.; WJPB (FM) Fairmont, W. Va.; WJTN-FM Jamestown, N. Y.; WKBN-FM Youngstown, Ohio; WKOK-FM Sunbury, Pa.; WLAW-FM Lawrence, Mass.; WMAS-FM Springfield, Mass.; WMAZ-FM Macon, Ga.; WMBD-FM Peoria, Ill.; WMFD-FM Wilming-

### Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.


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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

**ROBERT L. HAMMETT**
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

**JOHN B. HEFFELFINGER**
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

**GRANT R. WRATHALL**
Aptos, California
Appointments arranged for
*San Francisco Seattle Salt Lake City*
*Los Angeles Portland Phoenix*
Box 260 APTOS—3352
*Member AFCCE*

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ton, N. C.; WMIX-FM Mt. Vernon, Ill.; WNYC-FM New York; WOAY-FM Oak Hill, W. Va.; WPTF-FM Raleigh, N. C.; WQAN-FM Scranton, Pa.; WRC-FM Washington; WRFL (FM) Winchester, Va.; WRFM Hattiesburg, Miss.; WRRN Warren, Pa.; WRVB (FM) Richmond, Va.; WSB-FM Atlanta; WTRT (FM) Toledo, Ohio; WVKO (FM) Columbus, Ohio; WWSW-FM Pittsburgh; WJBK-FM Detroit, Mich.; KFMV (FM) Hollywood, Calif.; KMFM (FM) Hollywood; KSPI (FM) Stillwater, Okla.; WKYC (FM) Paducah, Ky.; WFLY (FM) Troy, N. Y.; WGWR-FM Asheboro, N. C.; WSYR-FM Syracuse, N. Y.; WWIN (FM) Baltimore; WIBG-FM Philadelphia; WPRO-FM Providence; KOKX-FM Keokuk, Iowa; WEAU-FM Eau Claire, Wis.; WGUY-FM Bangor, Maine; WCMI-FM Ashland, Ky.

### FM Licenses Extended

Following FM stations granted temporary extensions of licenses to June 1, 1952:

WNDB-FM Daytona Beach, Fla.; KMJ-FM Fresno, Calif.; WOMI-FM Owensboro, Ky.; KOZY (FM) Rapid City, S. D.; KISW (FM) Seattle; KSWI-FM Council Bluffs, Iowa; WAIR-FM Winston-Salem, N. C.; WEMP-FM Milwaukee; WHNC-FM Henderson, N. C.; KARM-FM Fresno, Calif.; KMUS-FM Muskogee, Okla.; WAVU-FM Albertville, Ala.; WDEM-FM Providence; WFMN (FM) Alpine, N. J.; WIMS-FM Michigan City, Ind.; WKFM (FM) (formerly WCBT-FM) Roanoke Rapids, N. C.; WNDR-FM Syracuse, N. Y.; WMGM-FM New York; WEQR (FM) Goldsboro, N. C.; WBNY-FM Buffalo, N. Y.; WMLL (FM) Evansville, Ind.; WNAV-FM Annapolis, Md. (Comr. Sterling dissented on last three).

### TV Licenses Extended

Following commercial and experimental TV stations granted further temporary extensions of licenses to June 1, 1952:

WBKB (TV) Chicago; WABD (TV) New York; KE2XDN KE2XDR near New York; WRGB (TV) Schenectady; KE2XCV Schenectady; KPIX (TV) San Francisco; KM2XBB Los Angeles.

## February 27 Applications . . .

### ACCEPTED FOR FILING

**AM—1050 kc**

**Prosperity Land Bestg. Co., Lovington, N. M.**—Application for CP new AM station, 1250 kc, 1 kw D. AMENDED to change frequency to 1050 kc, change power to 250 w, etc.

**License for CP**

**WRJW Picayune, Miss.**—License for CP, as mod., which authorized power increase, ant. changes, etc.

**Modification of CP**

**WHIZ Zanesville, Ohio** — Mod. CP, which authorized change in trans. and studio locations, etc., to make changes in ant.

**WPAA Mayaguez, P. R.**—Mod. CP which authorized new AM station, for approval of ant. and trans. location and specify main studio location.

**KALE Richland, Wash.**—Mod. CP, as mod., which authorized frequency change, DA-N, ant., change in operat-

*(Continued on page 95)*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## Help Wanted

### *Managerial*

**General manager** and some selling. Experienced. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

### *Salesmen*

**Salesman.** Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. **Guarantee** during initial period. Good potential. Box 333M, BROADCASTING.

**Salesman,** experienced in top market; salary $75.00 and 15%. Capable of becoming sales manager. Must be energetic, in his 30's and with at least 10 years radio experience. Send picture and references in reply. Box 366M, BROADCASTING.

**Are you** the man for us? Independent station in midwest Great Lakes area has immediate opening for experienced salesman. Active market with top agencies and accounts ready to contact. Permanent position for right man with sales ability. Box 373M, BROADCASTING.

**Network station** in active central Kentucky market has immediate position for experienced time salesman. Liberal commission or salary plus for proven ability. Box 382M, BROADCASTING.

**Salesman** or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 385M, BROADCASTING.

**500 watt,** Minnesota outlet wants salesman. 15% commission with adequate monthly draw. Send details. Station KASM, Albany, Minnesota.

**Wanted:** Man capable of real selling job in wide open market, 250 watt Mutual, no competition. Contact station KHBG, Okmulgee, Okla. Giving full particulars.

**Enjoy selling?** Then live gloriously, friendly community, single station market, salary, commission, hunting, fishing. Air mail details KPRK, Livingston, Montana.

**Territory open** for experienced time salesman on aggressive network station now in 26th year. Soon 5000 watts on 850 kc. Located in playground of western Michigan. Air mail resume, snapshot, etc. to General Manager, WKBZ, Muskegon.

**Salesman or saleswoman,** combination program director; 20% commission on all sales plus salary. Can easily earn $85.00 to $100.00 weekly. WKUL, Cullman, Alabama.

**Unusual opportunity** for experienced radio salesmen in the southeast's fastest growing market. 10,000 watts. Drawing account. 15% commission. Send full details to Jim Macri, WMIE, Miami, Florida.

**Salesman - announcer** $75.00 a week guaranteed sixty days. Announcing shift 24 hours, $36.00. Sales @ 15%. Your list now $1000 monthly billing. WRNO, Orangeburg, S. C.

### *Announcers*

**$80.00** per week for good announcer at midsouth sation. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

**Good announcer** with first phone, permanent position friendly western Pennsylvania independent daytimer. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

**Combination** announcer/engineer licensed. Michigan fulltime. $60 week. Box 308M, BROADCASTING.

## Help Wanted (Cont'd)

**Key job** for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING.

**Wanted**—Combination announcers-engineers, salary $100.00 per week—North Central major network station. Box 271M, BROADCASTING.

**Wanted,** experienced announce-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING.

**News editor-reporter** to compile and broadcast local newscasts. Half million market. Prefer experienced man ready to move to larger market. Box 370M, BROADCASTING.

**Combination man.** Strong on announcing. Send disc and full particulars first letter. Advancement opportunities. Southern Maine network affiliate. Box 388M, BROADCASTING.

**Number - One** southeast independent needs announcer - copywriter. Good voice, smooth board work, good detail man required. Salary commensurate with ability. Box 392M, BROADCASTING.

**Need solid** staff man. Sports desired but not absolute. Reliability paramount. Send disc or tape and references. Starting $225, 40 hour per week, advancement. Network station. Box 396M, BROADCASTING.

**Experienced announcer** by Rocky Mountain area. Network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING.

**Announcer:** Progressive NBC affiliate. Midwest. $55.00 week start. Can earn considerably more through talent fees if capable. No operating. Rush disc, photo, personal details. Box 404M, BROADCASTING.

**Wanted:** Experienced news and special events man by an outstanding upper midwest independent. Must be good announcer and have program ideas. Top wages to qualified man. Send full information and photo. Box 409M, BROADCASTING.

**Good all-round** staff announcer. Someone with ability and ambition. Opportunity to advance. Send disc and particulars first letter. Northern New England network affiliate. Box 387M, BROADCASTING.

**Need** experienced staff announcer. $1.25 per hour 44 hours. Send complete details first letter. KALT, Atlanta, Texas.

**Wanted:** Two announcer - engineers, stress announcing, permanent, good place to live. Radio Station KVOU, Uvalde, Texas.

**Will pay** $80.00—44 hour week to good combo man. Announcer-1st license required. WCTA, Andalusia, Alabama.

**Topnotch announcer** mature, reliable and versatile, NBC affiliate TV applicant. Every benefit including retirement and profit sharing plan. Send details and disc. Production Manager, WENY, Elmira, N. Y.

**Staff announcer** experienced, strong on news and sports, good salary, talent. Send audition and photo with application to Station WFDF, Flint, Michigan.

**Wanted**—Announcer; also combination engineer-announcer. WKEU, Griffin, Ga.

**Announcer-engineer,** network station making good profits, congenial small staff, owner-manager, excellent living conditions. $65 to start. Selling not required, but will pay 20% commission on all sales. WKUL, Cullman, Ala.

**Announcer** with console board experience. Part time sales if desired. Regional ABC and newspaper affiliate. WKTY, LaCrosse, Wis.

## Help Wanted (Cont'd)

**Announcer-salesman,** network station making good profits, congenial small staff, owner-manager; excellent living conditions; $65.00 plus 20% commission, WKUL, Cullman, Ala.

**Combination** announcer-engineer wanted by 1000 watt NBC affiliate located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

**Combination** announcer - engineer wanted by fulltime Mutual affiliate in ideal western N. C. city. 44 hours, top pay, good working conditions. WPNF, Brevard, N. C.

**Versatile announcer** for progressive one kw station. Contact WRIC, Program Director, Lindy Seamon, phone 450, Richlands, Virginia.

### *Technical*

**First phone** operator, Baltimore area. Experience not necessary. Complete personal information first letter. Box 210M, BROADCASTING.

**Engineer,** first phone, salesman, combo, salary plus commission, New York network. Consistent improvement capable man. Box 306M, BROADCASTING.

**Immediate opportunity** for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING.

**Transmitter-recording** engineer. Permanent position with progressive Kansas 5 kw. Experience desirable but not required. Write Box 351M, BROADCASTING.

**First phone** operator needed at 5 kw north central station. No experience required. Send photo and details first letter. Box 362M, BROADCASTING.

**Combo.** Engineer-announcer for station located 40 miles of Atlanta. Box 376M, BROADCASTING.

**Wanted:** Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 384M, BROADCASTING.

**Immediate opening** for first class operator. Experience not necessary but desirable. Good position for man or woman who desires experience. Must be sober and dependable. Excellent working conditions. Forty hour week plus time and one-half for overtime. 250 watt fulltime independent station. Send application with references to Chief Engineer, Radio Station WJER, Dover, Ohio.

**Combo:** First class engineer-announcer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Send audition.

**Need** radio transmitter operator with first class license. Permanent position. KFRO, Longview, Texas.

**Help wanted:** Engineer, first phone, immediate opening KFTM, Fort Morgan, Colo.

**50,000 watt** RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

**Engineer-combo** for 1000 watt network outlet. Good salary, working conditions. Immediate opening. KSUM, Fairmont, Minnesota.

**Engineer** needed. Send information to WBIP, Booneville, Mississippi.

**Need transmitter operator,** 1st phone. Experience not necessary. Best working conditions, good pay. WCNB, Connersville, Ind.

## Help Wanted (Cont'd)

**Beautiful Virginia**—Engineer-announcing first class. $240 a month, 40 hour week. Time and a half paid. Excellent opportunity. Phone or wire now. WCVA, Culpeper, Virginia.

**Progressive station** in friendly community has openings in engineering announcing, and copy departments. Send full information first letter. WDEC, Americus, Georgia.

**First class** engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

**Wanted immediately,** transmitter operator with first class phone license. Write or phone Roland Fowler, Radio Station WGAT, Utica, N. Y.

**Have immediate** opening for first class operator, studio and transmitter work. Experience not necessary. Write WBDL, Olean, New York, for further information.

**First class** engineer. WHIP, Mooresville, N. C.

**Engineer** with first class license, immediately; with or without experience. 250 watt independent daytime station. 40 hour week; send application and references to WJEH, Gallipolis, Ohio.

**Engineer,** 1st phone, experience unnecessary, permanent, $50.00 forty hours, overtime, car required. WPAG, Ann Arbor, Michigan.

**Washington, D. C.** area. Need transmitter engineer, first phone and car. Experience preferred. WPIK, Alexandria, Virginia.

**Engineer** or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

### *Production-Programming, Others*

**CBS affiliate** needs continuity writer. Opportunity to work up to continuity director. KVOR, Colorado Springs, Colorado.

**Program director-salesman;** man or woman; 20% commission on all sales plus salary and drawing. Can easily earn $85.00 to $100.00 weekly. WKUL, Cullman, Alabama.

## Television

### *Technical*

**TV station** has opening for technician-operator. Knowledge TV fundamentals essential. Experience not necessary. Write Box 334M, BROADCASTING • TELECASTING, enclosing photo, state minimum salary requirement.

**Old established** AM and TV station requires engineers for TV, AM and micro-wave relay. Television experience desired. First class phone license required. Position also open as supervisor for TV intercity relay system. Box 369M, BROADCASTING • TELECASTING.

## Situations Wanted

### *Managerial*

**Manager**—Successful background, proven ability, excellent references. Desire change to southern market. Stable, family man. Write Box 257M, BROADCASTING.

**General-commercial** manager, major metropolitan independent, regional experience. Excellent sales and sales management record. Top administrator. Box 363M, BROADCASTING.

### *Announcers*

**Sportscaster,** play-by-play. All sports 5 years experience. Also newscasting and special events. Married, family, draft exempt. Employed sports director east. Air checks hockey, basketball. Salary plus talent. Box 313M, BROADCASTING.

**Baseball wanted.** Sports station only. Five years top play-by-play all sports, all phases. Box 336M, BROADCASTING.

## Situations Wanted (Cont'd)

**Sportscaster,** 3 years experience includes baseball, football, basketball, boxing and hockey. Will sell sports and sponsors product to audience. Excellent references. College background. Currently employed, but desire more play-by-play. Married, veteran. Will travel for right position. Box 339M, BROADCASTING.

**Five years experience**—music, news, sports, etc. Outstanding DJ. College grad, 26, work only 150 miles of New York City. Box 344M, BROADCASTING.

**Have fire** two man deejay team. Also does play-by-play, special events. Novel approach to local needs. Salary open. Box 368M, BROADCASTING.

**Experienced,** hard working sportscaster. Not cliché expert. Style guarantees sales. College, high school, professional play-by-play, reconstruction, interview, own show. Presently employed. Draft exempt. Box 371M, BROADCASTING.

**Announcer,** experienced in all staff work on indie and net stations. Looking for opening on a permanent basis with northeastern station. Veteran, 25, single, presently employed in southeast. Disc available. Not a floater. Box 374M, BROADCASTING.

**Attention** all metropolitan stations! Proven announcer with N.Y.C. and Phila. station experience. Strong ad lib, excellent news, outstanding creative ability. Available soon. Box 379M, BROADCASTING.

**Conscientious announcer,** nine years experience in production and announcing. Comprehensive knowledge of music and its programming. Ad libbing a specialty. Intelligent rendition of news, special events, interviews and telephone quizzes. Married, draft deferred, University graduate, 27 years old. Available now for audition interview and work. Box 383M, BROADCASTING.

**Newsman.** In third year midwest kilowatt. Affirmative delivery. Thorough reporting. Box 389M, BROADCASTING.

**Announcer-newscaster.** Three years experience. Veteran. College. Top references. Photo. Disc on request. Box 390M, BROADCASTING.

**Sportscaster** at saturation here. Am going up. Will move for hundred per week and reasonable guarantee years work. Play-by-play baseball, football, basketball. News, commercials. Box 391M, BROADCASTING.

**Mature** top commercial announcer, 5 years versatile experience. Superior voice, technique. Competent all phases. Offers? Box 393M, BROADCASTING.

**Attention Indiana,** combo man. 1st class ticket. 3 years radio school, 2 years music school, I.U., 2 years experience emphasis production, news, disc jockeys, remotes, desire permanent location. $70.00 weekly. Box 394M, BROADCASTING.

**Large stations.** Versatile DJ wants to transfer exceptional smaller market success to metropolitan station. Long, proven record. Making $650 monthly. Box 395M, BROADCASTING.

**Reserve-opportunity** for a sports station, covering baseball, to obtain April 1, a colorful competent sportscaster. Married, 26, draft exempt. Box 397M, BROADCASTING.

**Announcer.** Concentrated and varied experience. Now employed. Box 398M, BROADCASTING.

**Announcer,** seven years experience. All phases including three years as Musical Clock Emcee. Desire to get into television, a position as a morning man, or staff with a reliable station. Northeast. Box 406M, BROADCASTING.

**Vet,** 26, ambitious, looking for first announcing job. Anywhere. 10 years in show biz, singer, previous radio work, extensive music repertoire. Good for DJ, news. Disc or tape. Box 411M, BROADCASTING.

**Announcer-engineer,** 4 years experience with good selling voice, sober, reliable and available. Married, 32, car, best reference. Frank Berry, Athens, Ohio.

**Announcer,** graduate SRT Chicago. Proficient in DJ, news and commercials. Single. Draft exempt. Middlewest preferred. Johnny Hagan, 210 N. Kolin Ave., Chicago, Austin 7-5924.

**Combination** announcer-engineer. RCA grad, 25, first phone. Vet, single, no experience. Paul Landers, 1656 East 9th Street, Brooklyn 29, N. Y., phone Nightingale 5-7839.

## Situations Wanted (Cont'd)

### *Technical*

**Chief engineer** seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING.

**Girl wants job,** control operator, network station. One year experience. College graduate. Box 307M, BROADCASTING.

**California,** 1st phone, experienced. Desires permanent position. Box 365M, BROADCASTING.

**Engineer.** 1st phone license. Employed in Pennsylvania. Prefers something in or around New York. Will consider elsewhere. Box 380M, BROADCASTING.

**First phone license.** Radio-television grad. Professional musician. Veteran, 26, married. No commercial experience. Desires position New York City vicinity. Box 381M, BROADCASTING.

**First phone.** Radio-TV communications grad. Some college. Desires position with opportunity to learn announcing. Adaptability, interest, will compensate for lack of experience. Prefer northeast N.Y.C. area. Details. Box 412M, BROADCASTING.

**1st phone.** Draft exempt veteran. Experienced transmitter, remotes, control room, etc. Want same on permanent basis only. No announcing. Prefer south. All replies considered. Box 232. Jacksonville Beach, Florida.

### *Production-Programming, Others*

**Attention,** west, northwest. Experienced staff man, continuity and news director, PD, sales, promotion. Proven air record, administrative, executive ability. Want good permanent connection with incentive. Currently news director top 1 kw midwest independent. 35, married, commercial minded. Prompt reply all queries. Box 361M, BROADCASTING.

**Curious PH.D.,** with 15 years commercial and educational, radio-television experience, all phases, wonders if there is a station, business, agency, or school that could use his diversified talents in a challenging job. Available any time for the right opportunity. Complete information on request. Box 367M, BROADCASTING.

**Florida or Gulf Coast.** 5 years all phases of air work. Want permanent position with compatible station as PD or opportunity to work into PD. Offer assiduous zeal and varied talent for fair remuneration. 26, family, draft exempt. If you are sincere, write Box 407M, BROADCASTING.

**Announcer to general manager** in five years. Sales and good will experience. Recalled by Navy last year but available March 12. Consideration given any promising offer. Larry Green, radio and Television Specialist, Public Information Office, NATTC, Jacksonville, Florida.

**Available,** account executive, public relations, special events man. National experience WSGN, KCOH, KAIA (American Institute of the Air), Steller Productions and KTTV (Bonus Bids Show), newspaper promotionals. Non drinker. Have dance band library and equipment. Warren (Billy) Wilson, 1207 3rd Avenue, North Columbus, Mississippi.

## Television

### *Managerial*

**Applicants:** 3 years television; all phases; interested management-program director. Box 364M, BROADCASTING.

**15 years** experience all phases. Last 2½ TV likewise. Seeking solid TV spot. No immediacy, may we talk? Reply Box 405M, BROADCASTING • TELECASTING.

### *Production-Programming, Others*

**Director-art director,** handled all phases of production on over 1000 hours of TV shows. Designer 7 years. Professional education in design and TV. Demonstrable, salable, visual ideas. Veteran. Box 402M, BROADCASTING • TELECASTING.

**TV commercial** producer, retail, national, mail order experience, copy, staging, production over 500 commercials, programming agency background. Box 413M, BROADCASTING • TELECASTING.

## For Sale

### *Stations*

**Profitable** western station 1000 W Mutual. Owner wants to retire. $80,000 with terms. Box 375M, BROADCASTING.

## For Sale (Cont'd)

**For sale**—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

**Western stations.** Independents and affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

**Independent,** 1 kilowatt, fulltime radio station, well established in Illinois, second largest market. Must be sold at early date to meet demands of creditors. For further information contact William H. Young, Receiver in Bankruptcy, 1225 Jefferson Building, Peoria, Illinois, phone 3-3807.

### *Equipment, etc.*

**Bargain.** Three used sure dynamic low impedance mikes, less cable, two recently returned factory overhauled. Sell highest bidder. Box 265M, BROADCASTING.

**For sale:** One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING.

**Audio transformers,** patch cords, jack strip, 633A microphone, microphone stands, attenuators, recording turntables, etc. Send for complete list. Box 278M, BROADCASTING.

**For sale:** 1 studio consolette type RCA 76-B4. Been in use since Dec. 1949. Almost like new. If interested make us a price in the form of a bid letter. Highest bidder will receive. Box 386M, BROADCASTING.

**For sale:** Western Electric 353E-1, 1 kw transmitter; now operating; $2500 includes spare tubes; delivery 60 days. KARE, Atchison, Kansas.

**Complete FM** station, including transmitter, monitor, transmission line, antenna elements, Iso coupler, studio equipment and 158 FM bus receivers with speakers and antennas. For further particulars, contact Dick Welna, KBON, Omaha, Nebraska.

**Priced to sell:** 300 foot Andrews guide tower, lighting; ground system, 48,000 feet copper wire; G. E. model-BT1A1 type BT1A FM transmitter. BM1A type monitor: Parmetal transmitter cabinet, 84 by 30 by 20; consolette, KGKB Tyler, Texas.

## For Sale (Cont'd)

**For Sale:** Composite 206 feet triangular uniform cross-section guyed tower with guys and lighting conduit. Similar to Wincharger type 300. Contact WORD, Spartanburg, South Carolina.

## Wanted to Buy

### *Stations*

**Wanted to buy** all or part ownership of station. Answers strictly confidential. Box 360M, BROADCASTING.

**Wanted,** station 250 up to 1000 watts. Prefer southeast. Give full details first letter. Box 403M, BROADCASTING.

### *Equipment, etc.*

**Wanted:** 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING.

**Wanted:** Presto 6N, Rek-O-Kut master-pro disc and Ekotape 105, Magnecord or Concertone 1401 tape recorders. Box 372M, BROADCASTING.

**Wanted:** Used standard make 100/250 watt broadcast transmitter. On reply list available monitoring, speech equipment, etc. CFBC, Saint John, N. B.

**Wanted**—Approximately 700 feet 1⅝" transmission line. 52 ohm. Communications Products type 505 preferred. State age, condition and price. Glen Klein, KAUS, Austin, Minnesota.

**Progar amplifier** (Langevin), state price, condition and number months used. KFEL, Albany Hotel, Denver.

**Wanted,** RCA attenuator and measuring panel 89-C for use with RCA 69C distortion meter and 68B oscillator. WWPA, Williamsport, Pa.

**Wanted:** One low-power educational FM broadcasting plant. Interested in package deal or any part thereof. Advise make, model, condition and price. Radio Club, Presbyterian Junior College, Maxton, North Carolina.

## Miscellaneous

**Be a** combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.


**LUKY**

RADIO STATION
TELEVISION STATION
ADVERTISING AGENCY

**ANNOUNCES**

THE APPOINTMENT OF

*John Moore Dough*

AS ITS—

(CHECK ONE) ✓

- PRESIDENT ☐
- VEEP ☐
- GENERAL MANAGER ☐
- PROGRAM PRODUCER-DIRECTOR ☐
- ABLE ASSISTANT ☐
- BIG BROOM ☐
- CHIEF CHEESE ☐
- ETC.-ETC.-ETC. ☐

*Yes*—

YOU COULD BE THE LUKY RADIO OR TELEVISION STATION OR ADVERTISING AGENCY TO MAKE SUCH AN ANNOUNCEMENT—AND WHILE OUR HERO'S NAME ISN'T JOHN MOORE DOUGH—SUCH AN ANNOUNCEMENT WOULD MEAN JUST THAT AND MANY MOORE THINGS TO YOUR ORGANIZATION.

COME MARCH 15 (better make it APRIL 1) THIS GENIAL GENIUS WILL BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR HIS SERVICES. HURRIEDLY HEREWITH HIS HISTORY: 45 YEARS YOUNG—IRISH ANCESTRY—RED HAIR—22 YEARS BACKGROUND AND EXPERIENCE IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—10 YEARS WITH NATIONAL NETWORK IN NEW YORK—EXCELLENT CONTACTS WITH AD AGENCY—RADIO—TELEVISION—RECORDING—PUBLIC SERVICE—AND GOVERNMENT EXECUTIVES THRUOUT THE NATION. PRESENTLY VERY BUSY—UP TO HERE IN WORK—BUT, WITH SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY HONEST, LEGITIMATE, BONAFIDE, ON THE UP AND UP. (PLEASE) ONLY REPLY ON THIS SAME BASIS. WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—RUN DON'T WALK TO YOUR NEAREST METHOD OF COMMUNICATION.

ADDRESS: BOX 400M, BROADCASTING • TELECASTING

## Help Wanted

**FEW POSITIONS STILL OPEN**

*INCLUDING RESIDENT MANAGER*

Must have extensive experience. Live in Avalon, Population 1800, on Catalina Island, 30 minutes by air from Los Angeles.

10 KW—740 KC

**KBIG** 6540 SUNSET BOULEVARD HOLLYWOOD 28, CALIFORNIA

*Announcers*

**WANTED**

to work at

**250 LIBERTY FULL-TIME AFFILIATE IN FLORIDA,**

combo man (first phone, emphasis on announcing, with experience in board and network operation) 40 hours, $75.00 per week. Must be experienced, sober and dependable —no accents. Send disc, photo and all qualifications in first letter to BOX 408M, BROADCASTING.

*Technical*

**WANTED** EXPERIENCED *ENGINEER*

for Midwest 50,000 watt station. For details write Box 401M, BROADCASTING.

## Situations Wanted

*Salesmen*

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***TOPNOTCH MAN***

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NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

**100% Placement of Combination Men Housing Arranged**

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*"One of the Nation's Great Radio-TV Schools"*

531 S. W. 12th Ave., Portland 5, Ore.

# We Pay Announcers

## *$100.00 a week-and more*

We have a place on our announcing staff for a man with experience, good judgment, and pleasing personality, who can talk "with" people, not "at" them. He will be able to ad lib from notes or copy in a warm friendly manner that will surely win friends and definitely "influence" people. Some might call him a disk-jockey, but he will be far more than that. He will know how to select music for his own program that's "right down the middle"—no jazz—no symphonic. He will have a keen desire to please his listeners, and a wholesome respect for the advertiser's dollar. He will be loyal to the station and to himself. He can look forward to television in the not-too-distant future, and will be able to contribute something of value to this new medium. He will "know how" as well as "know when". He will think in this order—the listener, the sponsor, the station, himself. He will be the kind of person the staff will like to work with, daily. He will know how to cooperate. He will appreciate freedom he has experienced in no other job. He will be willing to take suggestions and feel free to make them.

We are a highly successful thousand watt independent, (thank goodness) located in the middle West in a prosperous city of 200,000 population, with a million potential listeners. Last year, Hooper placed us well up in the top ten of all independents in the nation. National agencies and station managers the country over call our operation "unique" — and it is! — entirely different than any other station you are acquainted with. No one here "yeses" the boss. Everyone is encouraged to discuss station policy, copy, new ideas, and everything else that will improve relations with our listeners, advertisers and staff. We consider people not as employees, but as partners in this important business of broadcasting. We guarantee and get results, not in 13 or 26 weeks, but in ONE DAY. We really CARE about our clients, local and national, large and small. We put "income" last and have found that when we think just of listeners and advertisers, "income" takes care of itself. Can you picture yourself in such a set-up, where effort and ability are truly appreciated and rewarded? If interested, please give COMPLETE history of yourself including photograph. Every detail is important to us. Our staff knows about this ad. All correspondence is confidential.

**Address Box 377M, Broadcasting**

## Strictly Business

*(Continued from page 18)*

to establish the present Cinecolor Co. Next step for Mr. Mayers was sales managership of Atlas Cinephone, which had studios in Long Island City, before he joined World Pictures Corp. as sales manager, remaining with the latter company for the succeeding 12 years. In 1942, he became assistant to Jules Levy, president of Mayfair Productions (released through United Artists), and in 1950 joined Unity in his present capacity. In all, Mr. Mayers has film experience totalling 22 years.

Immediately after joining Unity, Mr. Mayers set out to visit almost all existing television stations to promote further use of film on video. He ended up by being, he believes, the first to introduce package or bulk film sales as a replacement for the then-common spot booking procedure.

Next expansive step for film distributors, he reports, was to sell complete libraries so that station owners, with prints on hand, could program from their own selections and sell time through prepared auditioning.

About 90% of existing films will be in the hands of *some* television interest by 1954, according to Mr. Mayers, who gives that as his company's reason for anticipating production of its own half-hour video programs, both here and in Europe, within the near future.

"The film business looks very good to us," he explained, "because stations and sponsors have indicated that film is easier to handle mechanically and less expensive from a production point of view." Stressing that a good film can be provided for "much less" than the cost of live, major program Mr. Mayers' organization distributes such packages as 75 re theatrically-unreleased J. Arthur Rank features, the Zane Grey tures and Laurel & Hardy c dies.

When live shows take time for the summer, the television business will get even better, says, remembering that his p ucts replaced the Milton Berle s in 1950 and the bulk of the B weiser programming and part the Schlitz productions last s mer.

A native New Yorker, born F 19, 1902, Mr. Mayers is marr to the former Lillian Masin They reside in Brooklyn with th son, Bruce, 21, a senior in t Wharton School of Business, U. Pennsylvania, and a daughte Dale, 13, who attends Walt Wh man Junior High.

For hobbies, he lists baseball even to the point of playing, as did until recently, with local co pany teams—and motion picture In extra time, he attends meeting of the American Television S ciety, the Assn. of Motion Pictur Advertisers or the National Tel vision Film Council, for which is chairman of the board of d rectors.

## DuMont Sales Meet

SEMI-ANNUAL national sale conference of Allen B. DuMont Labs. Instrument Division, held last Thursday and Friday at Divi sion headquarters, Clifton, N. J. featured two-day seminar on new est electronic precision instrument according to Emil G. Nichols, na tional sales manager of instrume division. From "all over the U. S and Canada" more than 35 divisio sales engineering representative gathered to study newest uses fo electronic instruments developed a DuMont during past year, and als to study new instruments and pro duction methods of other DuMont divisions. In addition, represent tives studied new Empire Stat Bldg. transmitter installaton fo WABD (TV) New York, DuMont key station.

## Employment Service

**EXECUTIVE PLACEMENT SERVICE**

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

*TV & Radio Management Consultants*
728 Bond Bldg., Washington 5, D. C.

**Rocky Mountain**

***$45,000.00***

Profitable independent operation in a very desirable one station market. Liberal financing.

**Southeast**

***$275,000.00***

A very profitable network property located in an excellent southeast major market. Financing arranged.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn<br>Washington Bldg.<br>Sterling 4341-2 | Ray V. Hamilton<br>Tribune Tower<br>Delaware 7-2755-6 | Lester M. Smith<br>235 Montgomery St.<br>Exbrook 2-5472 |

## FCC Actions

*(Continued from page 91)*

hours, etc., for extension of completion date.

**License Renewal**

Following stations request renewal of license:

WAVU Albertville, Ala.; WJMW Athens, Ala.; WNPT Northport, Ala.; KFRC San Francisco; WAGA Atlanta; KDAL Duluth, Minn.; WVNJ Newark, N. J.; WWNY Watertown, N. Y.; WIRC Hickory, N. C.; KOAC Corvallis, Ore.; WKBN Youngstown, Ohio; KUGN Eugene, Ore.; WHJB Greensburg, Pa.; WPIC Sharon, Pa., and WKTY La Crosse, Wis.

### February 28 Decisions . . .

**COMMISSION EN BANC**

**Designated for Hearing**

**LaFollette Bcstg. Co., LaFollette, Tenn.**—Designated for hearing at time and place to be specified later application for new AM station on 1450 kc, 250 w, unl.; made WCRK Morristown, Tenn., party to proceeding.

**Indian River Bcstg. Co., Vero Beach, Fla., and WEAT Lake Worth, Fla.** — Designated for hearing in consolidated proceeding at time and place to be specified later Indian River application for new AM station on 1490 kc, 100 w, unl.; and Meacham application for CP to move WEAT (1490 kc, 250 w, unl.) from Lake Worth to Palm Beach; made WMOG Brunswick, Ga., party to proceeding with respect to Indian River application only.

**Charles D. McNamee and Frances Pierson McNamee, New Orleans, La., and WIHL Hammond, La.**—Designated for hearing in consolidated proceeding at time and place to be specified later McNamee application for new AM station on 1400 kc, 250 w, unl. (contingent upon cessation of station, WLCS Baton Rouge on 1400 kc), and application of WIHL to change from 730 kc, 250 w D, to 1400 kc, 250 w, unl; made WFOR Hattiesburg, Miss., party to proceeding on the WIHL application only, and made WPCF Panama City, Fla., party with respect to New Orleans application only.

**William C. Grove, Wheatland, Wyo.**—Designated for hearing at time and place to be specified later application for reinstatement of CP for new AM station to operate on 800 kc, 1 kw D.

**Amended Order**

**WSOC Charlotte, N. C.** — Amended Commission's order of Dec. 27, 1950, designating application of WSOC for hearing in consolidated proceeding with Radio Sumter, to delete word "legal" from first issue of order. WSOC requests CP to install new vertical ant.

**To Remain Silent**

**WSKB McComb, Miss.**—Granted authority to remain silent additional 90 days from Feb. 25 pending sale by trustee in bankruptcy. Station not to resume broadcasting without prior Commission authority after assignment of license.

**WSRK (FM) Shelbyville, Ind.**—Granted authority to remain silent additional days pending financial reorganization. Station not to resume broadcasting without Commission approval if control of station is transferred.

**WFDR (FM) New York**—Granted authority to remain silent additional 60 days from Feb. 25 pending financial considerations. Station not to resume

*(Continued on page 96)*

# FCC roundup

***New Grants, Transfers, Changes, Applications***

## box score

SUMMARY THROUGH FEBRUARY 28

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| AM Stations | 2,333 | 2,316 | 95 | 318 | 203 |
| FM Stations | 639 | 573 | 76 | 11 | 8 |
| TV Stations | 108 | 93 | 15 | 402 | 182 |

*(Also see Actions of the FCC, page 90)*

## Docket Actions . . .

**FINAL DECISIONS**

**Dallas, Tex.—Lakewood Bcstg. Co.** Final decision granting new AM station, 1480 kc, 1 kw-LS, 500 w-N, DA-DN; cond. Co-partnership: Eldridge C. Harrell, owner Gaston Avenue Pharmacy, Dallas; Delbert Davison, executive vice president, general manager and 50% owner Gillette Motor Freight Transportation Co., Dallas. Estimated construction cost $68,160, estimated first year operating cost $115,800, estimated first year revenue $144,000. Decision Feb. 15.

**Saratoga Springs, N. Y.—Spa Bcstrs. Inc. and Saratoga Bcstg. Co.** Final decision granting Spa new AM station, 900 kc, 250 w, daytime, and denying Saratoga same facilities for default. Principals in Spa are President John A. Woods (25%), trans. engineer for WWSC Glens Falls N. Y.; Vice President Joseph F. Donohue (25%), U. S. Government supply officer, Brooklyn, N. Y., and Secretary-Treasurer Richard O'Connor (50%), dairy farm manager, Middletown, N. Y. Estimated construction cost $9,250, estimated first year operating cost $39,984, estimated first year revenue $47,000. Decision Feb. 15.

**KTHS Hot Springs and Little Rock, Ark.** — Radio Bcstg. Inc. Granted license renewal with present facilities—1090 kc, 10 kw-LS, 1 kw-N—pending move of station. Granted authority to move to Little Rock as Class 1-B on 1090 kc, 50 kw unl. DA-N; cond. Decisions Feb. 26.

**Buffalo, N. Y.—Erie Bcstg. Co.** FCC denied application for 1230 kc, 250 w, fulltime. Decision affirms initial decision of Hearing Examiner J. D. Bond. Decision Feb. 28.

**DECISION AND ORDER**

**Madisonville, Tex.—Henry W. Menefee (W5RAS).** Final decision and order rescinding and revoking Commission's order of May 29, 1951, which suspended restricted radiotelephone operator permit and amateur radio operator license of Mr. Menefee for remainder of their respective terms and which also revoked his amateur station license (W5RAS). Decision Feb. 26.

**OPINIONS AND ORDERS**

**WHGB Harrisburg, Pa.** — Harrisburg Bcstg. Co. Memorandum opinion and order denying petition for rehearing, requesting reconsideration of FCC Oct. 9 decision denying WHGB facilities change and granting WCMB Lemoyne, Pa., application. Order Feb. 15.

**Tracy, Calif.—West Side Radio.** Upon request of Chief, FCC Bcst. Bureau, FCC directed examiner to close record without taking testimony on engineering issues and prepare initial decision only with respect to good faith of applicant, denying application outright if decision unfavorable or returning application to pending file if favorable. Mutually exclusive application of Western Bcstg. Assoc., Modesto, Calif., dismissed without prejudice Dec. 14, 1951. Order Feb. 15.

**WKOW Madison, Wis.** — Monona Bcstg. Co. Denied petition of Atlass Amusement Co. for ruling review of motions comr. Jan. 11, 1952, denying Atlass intervention in license renewal proceeding of WKOW. Order Feb. 15.

**ORDERS**

In actions on stations broadcasting horse racing information, FCC:

Adopted memorandum opinion granting license renewal for WANN Annapolis, Md., which voluntarily discontinued broadcasts;

Granted license renewal on regular basis for WMEX Boston, which discontinued broadcasts;

Designated for consolidated hearing applications for initial or renewal of licenses for following stations:

KJBS San Francisco, KSAN San Francisco, KYA San Francisco, KWKW Pasadena, KLAC-TV Los Angeles, WMIE Miami, WWPB-FM Miami, WJZ-TV New York, WPIX (TV) New York, WBNX New York;

Designated for individual hearings applications for renewal of licenses for following stations:

KVSM San Mateo, WWBZ Vineland, N. J., WRIB Providence, WGPA Bethlehem, Pa., WITH Baltimore and WAAF-FM Chicago.

Stations WMIE KLAC-TV WJZ-TV and WPIX (TV) operating on program tests or other special authority and have initial license applications pending;

Following stations granted further temporary extensions of licenses until June 1, 1952: KJBS KSAN KVSM WBNX WGPA WRIB WWPB-FM and WAAF-FM.

## Non-Docket Actions . . .

**AM GRANT**

**Tuskegee, Ala.**—Radio Tuskegee Inc. Granted 580 kc, 500 w, daytime. Estimated construction cost $22,500, estimated first year operating cost $36,000, estimated first year revenue $48,000. President and 1.25% owner is J. L. Youngblood, 50% owner Tuskegee Oil & Fertilizer Co. Vice president and 13.75% owner is William C. Woodall Jr., 50% owner WDWD Dawson, Ga., ⅓ owner WGRA Cairo, Ga., and 25% owner WFPM Fort Valley, Ga.; he is brother of Allen M. Woodall, who has ⅓ interest in WDAK Columbus, Ga., 25% interest in WCOS Columbia, S. C., and 20% interest in WRDW Augusta, Ga. Secretary and 13.75% owner is William E. Morris, 4% owner Stevens Industries Inc., Dawson, Ga. Treasurer and 13.75% owner is Ed J. Young, 7% owner Stevens Industries, 1⅔% owner WGRA, 16⅔% owner WFPM. Directors and each owner of 13.75% interest: E. D. Stevens, chairman of board and 20% owner of Stevens Industries, 16⅔% interest in WGRA and WFPM; R. Geise Dozier Jr., vice president and 7% owner of Stevens Industries, 16⅔% interest in WFPM and 3⅓% interest in WGRA; C. M. Cruickshank Jr., 7% owner of Stevens Industries. Directors and each owner of 1.25% interest: Frank H. Carr, mayor of Tuskegee, and Floyd Forman, owner of Dradeford Insurance Agency. Granted Feb. 28.

**TRANSFER GRANTS**

**WMFT Florence, Ala.**—Granted assignment of license from Tri-Cities Bcst. Co. to Daylight Bcstg. Co. through sale of 100% stock for $10,000 cash and $6,000 payable $100 monthly for 5 years. Principals in Daylight include Richard B. Biddle, former manager of WLAY Sheffield, Ala., and WJRD Tuscaloosa, Ala. (33⅓%), and seven other Pennsylvania and Alabama businessmen. Granted Feb. 26.

**WFMF-AM-FM Cullman, Ala.** — Granted assignment of license to new partnership composed of two assignor partners, L. E. Duffey and B. C. Eddins, and Mr. Eddins' two brothers—W. N. Eddins and John O. Eddins. B. C. Eddins retains his 50% interest, but Mr. Duffey sells 40% of his 50% interest in equal portions to newcomers for $10,600. W. N. Eddins is superintendent of schools, Gadsden, Ala., and John O. Eddins is account executive for Merrill Lynch, Pierce, Fenner & Beane, Birmingham. Granted Feb. 26.

**KWTX Waco, Tex.**—Granted relinquishment of negative control by Mabel B. Jester, executrix of estate of Beauford H. Juster, deceased, through issuance at par value of 220 additional shares of voting stock to present stockholders, and restoring voting rights to 30 shares of outstanding non-voting stock; Mrs. Jester's interest will be reduced from 50% to 33⅓%. Granted Feb. 26.

**WELR Roanoke, Ala.**—Granted assignment of license to J. W. Buttram, d/b as The Roanoke Bcstg. Co., through transfer by E. L. Roberts of his 50% interest in partnership to remaining partner, who assumes all liabilities of licensee partnership. No monetary consideration. Granted Feb. 26.

## New Applications . . .

**TV APPLICATIONS**

**Laurens, S. C.**—WLBG Inc., UHF Ch. 45, ERP 18 kw visual, 9 kw aural, antenna height above average terrain 310½ ft. Estimated construction cost $101,000, estimated first year operating cost $25,000, estimated first year revenue $25,000. Applicant is licensee of WLBG Laurens. Filed Feb. 26.

**Tucson, Ariz.**—Arizona Bcstg. Co., Ch. 4 (60-72 mc), ERP 10.6 kw visual, 5.3 kw aural, antenna height above average terrain 224 ft. Estimated construction cost $249,032.74, estimated first year operating cost $180,000, estimated first year revenue $180,000. Applicant is licensee of KVOA Tucson. Filed Feb. 26.

**Alexandria, La.**—Alexandria Bcstg. Co., Ch. 11 (198-204 mc), ERP 53 kw visual, 26.5 kw aural, antenna height above average terrain 548 ft. Estimated construction cost $203,448.84, estimated first year operating cost $150,000, estimated first year revenue $150,000. Applicant is licensee of KALB-AM-FM Alexandria. Filed Feb. 27.

**Jackson, Miss.**—Jackson Bcstg. Co., Ch. 12 (204-210 mc), ERP 27 kw visual, 13.5 kw aural, antenna height above average terrain 510 ft. Estimated construction cost $197,914, estimated first year operating cost $240,000, estimated first year revenue $280,000. Applicant is licensee of WJXN Jackson. Filed Feb. 27.

**Watertown, N. Y.**—The Brockway Co., Ch. 11 (198-204 mc), ERP 118 kw visual, 59 kw aural, antenna height above average terrain 570 ft. Estimated construction cost $300,000, estimated first year operating cost $150,000, esti-

*(Continued on page 96)*


*Give!*

*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Hill & Range*

**THE BLACKSMITH BLUES**

*On Records: Ella Mae Morse—Cap.; Art Mooney—MGM; Bill Darnell—Dec.; Elton Britt—Vic.; Sy Oliver-Trudy Richards—Dec.; Tony Harper-Harry James—Col.*

*On Transcriptions:* Julian Gould—Associated.

BMI

**BROADCAST MUSIC INC.** 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

## FCC Roundup

*(Continued from page 95)*

mated first year revenue $150,000. Applicant is licensee of WWNY-AM-FM Watertown. Filed Feb. 29.

**FM APPLICATIONS**

Florence, Ala.—Florence Bcstg. Co., 98.3 mc (Ch. 252), ERP 250 w, antenna height above average terrain 66 ft. Estimated construction cost $2,850, estimated first year operating cost $3,000, estimated first year revenue $3,000. Applicant is licensee of WJOI Florence.

Stamford, Conn.—Key Bcstg. System Inc., 97.9 mc (Ch. 250), ERP 250 w, antenna and transmitter site to be selected. Estimated construction cost $3,700, estimated first year operating cost $15,000, estimated first year revenue $25,000. Applicant is licensee of WKBS Oyster Bay, New York.

**AM APPLICATIONS**

Bayshore, N. Y.—Key Bcstg. System Inc., 1300 kc, 250 w, daytime. Estimated construction cost $13,000, estimated first year operating cost $50,000, estimated first year revenue $50,000. Applicant is licensee of WKBS Oyster Bay, N. Y., and applicant for new FM station in Stamford, Conn. Filed Feb. 21.

**TRANSFER REQUESTS**

KGFW Kearney, Neb.—Involuntary transfer of control Central Nebraska Bcstg. Corp., licensee, from Lloyd C. Thomas to Belle M. Thomas, J. Carl Thomas and Kenneth H. Dryden as executors of estate of Mr. Thomas, deceased. No monetary consideration. Filed Feb. 21.

KMBL Junction City, Tex.—Assignment of license from Callan Graham and James E. Calhoun, d/b as Kimble County Bcstg. Co., to Farrell M. Brooks and Norma Sue Brooks for $8,000. Mr. Brooks is employed by KMBL and owns 20% interest in KEVA Shamrock, Tex. Mrs. Brooks, his wife, is a housewife. Filed Feb. 21.

WOBT Rhinelander, Wis.—Transfer of control Oneida Bcstg. Co., licensee, to Dr. C. A. Richards, N. Folke Becker, Clyde Estabrook and James Cleary for $53,333.33. Dr. Richards is retired physician and surgeon and vice president of First National Bank of Rhinelander; Mr. Estabrook is owner of North Wisconsin Insurance Agency and Estabrook Swanson Insurance Agency; Mr. Becker is president of Rhinelander Paper Co., and Mr. Cleary is president of Oneida Milk & Ice Cream Co., Rhinelander. Filed Feb. 21.

KBNZ La Junta, Col.—Transfer of control Otero Bcstg. Co., licensee, from William W. Shepherd, Hortense D. Shepherd and Charles E. Zimmerman to R. D. Gerken, Myron S. Morrison and A. B. Crichton Jr. through sale of 18,000 shares of stock (100% interest) for $30,000. Mr. Gerken is general manager of WCRO Johnstown, Pa.; Mr. Morrison is manager, Sears, Roebuck & Co., Johnstown, president and 50% owner of Pyle Motor Co., Rome, N. Y., and president and 50% stockholder of Copper City Realty Co., Lititz, Pa., and Mr. Crichton is vice president of Johnstown Coal & Coke Co., secretary of The Crichton Co. (coal mining and mining equipment), Johnstown, director of Super Service Motor Freight Co., Nashville, Tenn., and director of Penvir Realty Co., Johnstown. Filed Feb. 25.

KVRC Arkadelphia, Ark.—Assignment of license, Arkadelphia Bcstg. Co., licensee, from Cecil W. Cupp, proprietor, to himself, John M. Moore and Cecil W. Cupp Jr. for $30,624.52 (more or less) in exchange for like amount of par value of transferees stock. Mr. Cupp, who will receive 50.2% of the stock, also holds 75% capital stock of Cupp Theatres Inc., Arkadelphia, and capital stock of Citizens National Bank, Arkadelphia; Mr. Moore is manager of KVRC, and Mr. Cupp Jr. is vice president and cashier, Citizens National Bank. Filed Feb. 26.

WWXL Peoria, Ill.—Assignment of license from Central Illinois Radio Corp. to William H. Young and Carl B. Horine, receivers in bankruptcy. No monetary consideration. Filed Feb. 26.

WORX (FM) Madison, Ind.—Assignment of license from Charles N. Cutler, Glenroie L. Danner and William M. Poland to Mr. Cutler, who merely retains his ⅓ interest, and Frances Knight (Breckenridge), who will hold ⅔ interest, for $11,000. Miss Knight (Breckenridge) is manager of WORX (FM) and Mr. Cutler is chief engineer. Filed Feb. 27.

WWCO Waterbury, Conn.—Transfer of control, The Mattatuck Bcstg. Co., licensee, from Mitchell G. Meyers, Milton H. Meyers and Ruben E. Aronheim to William G. Wells, Marinus Koster and R. Sanford Guyer for $75,000. Mr. Wells is owner of WMOA Marietta, Ohio; Mr. Koster is a CPA, Washington, D. C., and partner with his wife in Koster Advertising Agency, Washington, and Mr. Guyer is manager of WMOA Marietta. Filed Feb. 27.

WWCO Waterbury—Transfer of control, The Mattatuck Bcstg. Co., from corporation to partnership composed of prospective owners (see above). No actual change of ownership or control, no monetary consideration. Continues on grant of transfer application from present stockholders to new group. Filed Feb. 27.

KLEE Houston, Tex.—Assignment of license from Mrs. Hallie Lee, Mrs. Mary Alice Rosenberg, Lester E. Rosenberg and Lowell C. Clark, executors of estate of W. Albert Lee, deceased, to Trinity Bcstg. Corp., Dallas, licensee of KLIF Dallas and KELP El Paso. Terms are five year lease at $30,000 per year, with option to buy for $110,000 at expiration of lease agreement. Filed Feb. 27.

### Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

## Allocations

*(Continued from page 65)*

report shapes up along these lines:

(1) Mileage separations of 170 miles transmitter - to - transmitter for North Altantic, North Central states, for stations on the same channels. In the more troublesome Gulf area, 220 miles. For the remainder of the U. S., 190 miles [B•T, Jan. 14].

(2) Maximum powers as follows: Channels 2-6, 100 kw. Channels 7-13, 316 kw. Channels 14-83, 1,000 kw [B•T, Jan. 28].

(3) Revision of existing power-antenna height relationships, with possibility that 2,000 ft. may be new maximum [B•T, Jan. 28].

(4) Use of some of the 18 "flexibility" channels to add more frequencies in some markets in order to take care of heavy application filings [B•T, Nov. 5, 1951].

(4) Slight increase in the number of educational reservations as against those proposed last March —209 [B•T, Feb. 18]. Newly appointed Chairman Walker is known to be in sympathy with aims of educational proponents, may even lend his weight to Comr. Frieda B. Hennock's campaign for greater number of reservations.

(5) Although at one time the Commission thought it might be able to keep those 31 existing stations which have to change wavelengths on the same portion of the band they now operate on, legal technicalities have stymied that. If Commission were to make such moves, it would run counter to some comments on file, would make it necessary to reopen hearing to permit additional comments to be filed [B•T, Feb. 18].

(6) Other factors are expected to remain much the same as proposed in the "Third Report" last March. These involve use of offset carrier, intermixture of UHF and VHF in the same cities, prohibition against the use of directional antennas, continuance of Stratovision and Polycasting on experimental basis, etc.

## Actions of the FCC

*(Continued from page 95)*

broadcasting without Commission approval if control of station is transferred.

**FM Remote Control**

KERN-FM Bakersfield, Calif.—Granted authority to operate station by remote control from trans. of AM station KERN for period ending Sept. 1, 1952, with same conditions as those of original grant.

WGUY-FM Bangor, Maine—Granted extension of special experimental authority to operate station by remote control from studios in Bangor for period ending Sept. 1, 1952, with same conditions as those of original grant.

WHYN-FM Holyoke, Mass.—Granted extension of special experimental authority to operate station by remote control from trans. site of AM station WHYN for period ending Sept. 1, 1952, with same conditions as those of original grant.

WRFL (FM) Winchester, Va.—Granted extension of special experimental authority to operate station by remote control from its studios at Winchester for period ending Sept. 1, 1952, with same conditions as those of original grant.

WHDH-FM Boston, Mass. — Granted extension of special experimental authority to operate station by remote control from its studios for period ending Sept. 1, 1952, with same conditions as those of original grant.

**Designated for Hearing**

KSRT (FM) Beverly Hills, Calif. — Designated for hearing application for mod. CP to change class of station from A to B and change location from Beverly Hills to Los Angeles.

**Granted CPs**

WMCF Memphis, Tenn.—Granted CP to change ERP from 320 kw to 330 kw, and ant. height from 520 ft. to 430 ft.

WARL-FM Arlington, Va.—Granted CP to change ERP from 2.9 kw to 2.05 kw, and ant. from 270 ft. to 500 ft.

**ACTIONS ON MOTIONS**

**By Comr. Rosel H. Hyde**

Chief, FCC Bcstg. Bureau—Granted petition for extension of time to March 24 to file exceptions to initial decision re application of KCIJ Shreveport, La.

Scranton Radio Corp., Scranton, Pa. —Denied petition to intervene in proceeding re application of WQAN Scranton, Pa.

WLEA Hornell, N. Y.—Granted petition for continuance of hearing from March 11 to March 26 in proceeding re its application and that of WWHG Hornell, New York.

KSOX Harlingen, Tex.—Granted petition for extension of time to Feb. 28 to file opposition to petition of McClatchy Bcstg. Co. to designate KSOX application for hearing.

W. A. Pomeroy, Kalamazoo, Mich. — Granted petition for dismissal without prejudice its application.

KWSH Wewoka, Okla.—Granted petition for dismissal without prejudice its application.

**By Hearing Examiner Leo Resnick**

West Side Radio, Tracy, Calif.—Ordered record in proceeding be closed and applicant shall file proposed findings and conclusions re issue eight within 20 days.

**By Hearing Examiner Elizabeth C. Smith**

KXO El Centro, Calif.—Granted petition for continuance of hearing from March 3 to May 5 at Washington re application of Desert Radio and Telecasting Co., Palm Springs, Calif.

**By Hearing Examiner James D. Cunningham**

KURV Edinburg, Tex.—Ordered that in accordance with Commission's order of Dec. 18, 1951, remanding proceeding to examiner, further hearing will commence on March 13 at Washington.

Delta Bcstrs. Inc., Thibodaux, La. and KCIL Houma, La.—Ordered that in accordance with Commission's order of Feb. 13 remanding proceeding to examiner, further hearing will commence on March 6, 1952, at Washington.

**By Hearing Examiner J. D. Bond**

WOL Washington, D. C. — Granted petition to amend and specify new and different ant. site and for removal from hearing.

John C. Pomeroy, Pontiac, Mich. — Granted petition to designate its application and that of Oakland Bcstg. Co., Pontiac, Mich., for hearing at earliest date: applications assigned for hearing at Washington, March 24.

**By T. J. Slowie, Secretary**

Joint Industry Committee on High Frequency Stabilized Arc Welding — Granted motion for extension to March 17 for filing comments re amendment of Part 18 of Rules.

**By Comr. Rosel H. Hyde**

State of California—Granted petition for leave to intervene in matter of new classifications, regulations and practices of Western Union Telegraph Co. in connection with use of interstate and foreign leased facilities for dissemination of horse or dog racing news.

**By Hearing Examiner Fanney N. Litvin**

State of California—Granted petition for continuance of hearing from March 3 to April 1 at Washington.


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## TV Code in Effect

*(Continued from page 65)*

aven, Conn.

Subscribing stations are (as of hursday night):

WBAL-TV Baltimore; WBAP-TV ort Worth; WBNS-TV Columbus; CBS-TV New York; KECA-TV Holly-ood; KEYL (TV) San Antonio; FMB-TV San Diego; KGO-TV San rancisco; KING-TV Seattle; KNBH TV) Hollywood; KNXT (TV) Los An-eles; KPHO-TV Phoenix; KPIX (TV) an Francisco; KPRC-TV Houston; RLD-TV Dallas; KRON-TV San Fran-sco; KSD-TV St. Louis; KSL-TV Salt ake City; KTLA (TV) Los Angeles. WAAM (TV) Baltimore; WABD (TV) ew York; WAFM (TV) Birmingham; BTV (TV) Charlotte; WCAU-TV Phil-delphia; WDAF-TV Kansas City; DEL-TV Wilmington; WDSU-TV New rleans; WDTV (TV) Pittsburgh; TENR-TV Chicago; WEWS (TV) Cleve-and; WFBM-TV Indianapolis; WFIL-V Philadelphia; WFMY-TV Greens-oro.

WGAL-TV Lancaster; WHAS-TV ouisville; WHBF-TV Rock Island; HIO-TV Dayton; WJAC-TV Johns-own; WJAR-TV Providence; WJBK-V Detroit; WJZ-TV New York; WKY-V Oklahoma City; WKZO-TV Kalama-oo; WLWC (TV) Columbus; WLWD TV) Dayton; WLWT (TV) Cincinnati. WMAL-TV Washington, D. C.; WMAR TV) Baltimore; WMBR-TV Jackson-ille; WMCT (TV) Memphis; WNBF-V Binghamton; WNBK (TV) Cleve-and; WNBQ (TV) Chicago; WNBT TV) New York; WNBW (TV) Wash-ington, D. C.; WNHC-TV New Haven. WOOD-TV Grand Rapids; WOW-TV maha; WPTZ (TV) Philadelphia; WSAZ-TV Huntington; WSB-TV At-anta; WSM-TV Nashville; WSPD-TV oledo; WSYR-TV Syracuse; WTAR-V Norfolk; WTMJ-TV Milwaukee; WTTG (TV) Washington, D. C. WTTV (TV) Bloomington; WTVJ TV) Miami; WTVN (TV) Columbus; WTVR (TV) Richmond; WWJ-TV De-roit; WXEL (TV) Cleveland; WXYZ-V Detroit; WAGA-TV Atlanta; WAVE-TV Louisville; WBRC-TV Bir-mingham.

The fee plan for code subscrip-ion, based on 79 subscribers, called or annual payments of $520 a year ith NARTB TV member stations etting a $250 credit. The rate falls o $440 a year with more than 79 ubscribers, or $405 if more than 0 stations subscribe [B•T, Feb. 5]. Networks pay $1,500 a year. BC-TV arranged a code program r the weekend, including shots f the review board.

Subscribers have been supplied opies of the official code seal in the orm of photos, films, etc.

A special memorandum explains he status of affiliates not subscrib-g to the code but taking programs rom a subscribing network. The emorandum follows:

**In a situation where a local affiliate as not subscribed to the code and its etwork has, such subscription to the ode by the network and use of the eal by the network does not give a on-subscriber the right to display the eal on a local basis. The seal may be isplayed as part of the network pro-ramming in such instances; however, aution must be exercised by such net-ork to the end that seal usage is elimited aurally and/or visually to entification with that network. Be-ause of practicalities, the local sta-on would not be required to cut away om network announcements using e seal.**

ARE YOU BROADCASTING Esther Van Wagoner Tufty NEWS SCRIPT? "just a dollar" TUFTY NEWS BUREAU National Press Building WASHINGTON, D. C.

## Grandma Bullitt

VIEWPOINT of mother and grandmother is represented on the NARTB Code Review Board by one of its most active members — Mrs. Scott Bullitt, KING-TV Seattle. Mrs. Bullitt said she has three married children, adding they have six grandchildren "all under five."

## WNOE CHANGES

### Gordon Again Gen. Mgr.

JAMES A. NOE, owner of WNOE New Orleans, La., last week announced that James E. Gordon, station president, has resumed his former position as general manager of WNOE. At the same time he announced the resignations of Patt McDonald as vice president and general manager and of Don Lilly.

The announcement was made at a staff meeting presided over by Mr. Noe, a former governor of Louisiana. WNOE also will commence a new sales and promotion campaign, Mr. Gordon announced.

## WKBB TO BE WDBQ

### Outlet to Change March 15

ONE of the oldest call letters in the Middle West will be history March 15 when WKBB Dubuque, Iowa, officially changes to WDBQ.

Station was first licensed in Joliet, Ill., in the mid '20s and moved to its present location in 1933. Change is being made to eliminate confusion, according to James D. Carpenter, owner-manager, because the station's FM outlet call letters are WDBQ. When the change becomes effective, the stations, affiliated with ABC network, will be WDBQ-AM-FM.

## RECEIVER SALES

### Buffalo Meet Optimistic

A WIDENING and deepening market for television receivers was foreseen by FCC Comr. George E. Sterling and industry executives at the Second Annual Town Meeting of Television Dealers in Buffalo.

Speaking by wire from Washington, Comr. Sterling told the audience of some 2,800 dealers that with the lifting of the TV freeze, the market for video sets would mount appreciably even before new stations get on the air.

Comr. Sterling referred to the higher powers that existing stations would be permitted which, he said, should improve signals and encompass a greater audience. And, he added, after the freeze is lifted, additional VHF and UHF stations would mean more business in new sets and converters.

A note of caution was introduced by J. B. Elliott, RCA Victor vice president in charge of consumer products, who warned that the TV industry must maintain high quality if it is to keep the confidence of the public.

Mr. Elliott, however, foresaw a bright outlook for set sales. He opined that popular interest in the forthcoming Presidential election will sell more TV sets than the Kefauver crime hearings did last year.

Dealers were urged to do spade work in the "replacement market" by Richard A. Graver, Admiral Corp. vice president for TV. Mr. Graver pointed out that half the sets now in use have tubes 12 inches or smaller.

Dr. Lyman R. Fink, chief engineer, General Electric's TV Dept., advised the public to "go slow" in converting to UHF before local channels become available because of rapidly advancing technical knowledge.

## POLITICAL MEETS

### Nets to Pay Installation

RADIO-TV networks agreed to pay their own political convention installation costs for the first time, when an industry meeting was held in New York Wednesday with representatives of both political parties to consider coverage of the Presidential nominating conventions in Chicago in July.

Not unexpected agreement [B•T, Feb. 25] was the result of the political parties' argument that, also for the first time, networks this year were permitted to seek sponsorship of their broadcasts and that accordingly costs of installing boothes, etc., could be deducted from charges of advertisers. Networks had initially parried that installation costs just added to their overhead, if they did not acquire sponsors. Well before the Wednesday meeting, advertisers had signed for sponsorship, however, so the point was not argued.

Question had been raised about the agreement's effect on the DuMont TV Network, which had abandoned its initial co-coverage arrangement with *Life* magazine. But following Westinghouse's sponsorship on four stations of the DuMont network for the conventions, plus its 13-week "Get Out the Vote" series, DuMont spokesmen said Thursday the network will assume its "full share of the Chicago pool as agreed."

## WGAR MERCHANDISING PLAN

### New Package Will Ring Cash Registers

WGAR Cleveland is offering a merchandising package plan which shows promise of ringing cash registers both in cooperating food stores and at WGAR.

Principals with WGAR in this point-of-purchase display plan are national chain outlets and all qualifying WGAR advertisers. Major northern Ohio supermarkets, those of Krogers and the A & P, are cooperating by giving prominent display space to products advertised on the station.

Advertisers qualify to receive in-store promotions for one week in each of 197 cooperating stores by fulfilling requirements that the advertiser:

- **Stocks the product in food stores.**
- **Has distribution in Cleveland area stores participating in the plan.**
- **Has the product accepted for display by those retail food dealers.**
- **Contracts for a minimum net expenditure to support point-of-purchase displays with on-the-air coverage.**

The plan calls for a minimum expenditure over WGAR of an average of $250 per week for 13 weeks or of $200 per week for 26 weeks. In other words, explained WGAR Sales Manager John B. Garfield, an advertiser must spend $3,250 net over a 13-week period or $5,200 net in 26 weeks on a single product to qualify for point-of-purchase displays.

To enhance the value of the plan and to assure maximum results for all concerned, WGAR personalities will make personal appearances for special product promotions. WGAR will call attention to these point-of-purchase displays with "on-the-air" around-the-clock promotion.

BOB HOPE, star of NBC radio *Bob Hope Show*, is inaugurating Hope scholarship fund at Harvard U. for students in Los Angeles area.

There's More SELL on . . . WRNL • RICHMOND VIRGINIA 910 KC — 5 KW ABC AFFILIATE • NATIONAL REP.— EDWARD PETRY & CO., INC.

# at deadline

## LEGISLATORS DIVIDED ON RAYBURN BAN

THOUGH three Senators agreed in opposing Speaker Rayburn's radio-TV ban during *Author Meets the Critics* telecast on DuMont TV Network, two Representatives were divided on CBS Radio Network's *People's Platform*.

Rep. Leslie C. Arends (R-Ill.) felt banning of broadcast and TV from Congressional hearings is to degree encroaching on freedom of speech and press, pointing to benefits of informed public opinion. Rep. Richard Bolling (D-Mo.) opposed such pickups as interfering with understanding of what goes on in Congress.

Sen. Estes Kefauver (D-Tenn.), Sen. Homer E. Capehart (R-Ind.), and Sen. Blair Moody (D-Mich.) joined in opposing Speaker Rayburn's ban. Under proper conditions, three Senators felt, radio and TV would be valuable to national welfare by increasing public knowledge of conditions being investigated.

## TWO MORE TV APPLICANTS

TWO more TV applications were filed with FCC Friday, making number filed this week seven (see FCC Roundup, page 95). Applicants were WCOA Pensacola, Fla., and WDBO Orlando, Fla.

Commission also Friday granted authority to WROW Albany, N. Y., and KICD Spencer, Iowa, to make site tests for UHF channels. WROW is planning to use Channel 21 (512-518 mc), using former GE New York-Schenectady relay tower in Helderberg Mts.; KICD, Channel 42 (638-644 mc) at present AM tower site. WROW is already a TV applicant.

WCOA is seeking Channel 3 with 17.1 kw power, 364 ft. antenna height, plans to spend $163,000 building station, $120,000 first year of operation. WDBO is asking for Channel 6, with 26.4 kw, 550 ft. antenna height, will spend $219,000 on construction, $120,000 first year of operation.

First joining up of TV antenna sites in San Francisco became known Friday when KPIX asked FCC for approval to move from famed Mark Hopkins Hotel to Sutro Mt. where KGO-TV has its antenna. KPIX move made necessary because lease for "Top of the Mark" is due to expire soon.

## WFTC PETITION

FREQUENCY change and boost in power proposed for WFTC Kinston, N. C., in initial decision released Friday by FCC Hearing Examiner Basil P. Cooper. Station would move from 1230 kc, 250 w fulltime, to 960 kc, 5 w daytime, 1 kw night, with DA-N. Operating as proposed, station would serve 338,100 persons daytime, nearly 40,000 at night (instead of present 64,790 daytime and 24,310 nighttime). Change would cost station about $52,000. Gross income expected to rise from $22,453 to $98,000, profits from $5,250 to $14,000, with new frequency, power. WELS Kinston applied for same facilities late 1950; later withdrew request.

## MAGAZINE CIRCULATION

IN LINE with its function of providing member stations with information on competitive media, BAB is distributing county-by-county circulation breakdowns of ten leading magazines. 96-page report also includes 1950 census occupied dwelling unit figure for each county.

## HENNOCK HOSTESS

HONORING its own, FCC commissioners and staff executives feted newly appointed Chairman Paul A. Walker and new Comr. Robert T. Bartley at luncheon Friday. Party was given by Comr. Freida B. Hennock, was held in her offices, buffet style. Guests numbered 75, included in addition to Commissioners, all examiners, Division and Office chiefs, women attorneys and section chiefs.

## Business Briefly

*(Continued from page 5)*

April 6. N. W. Ayer & Son, New York, is agency.

RUPPERT'S SPOTS ● Ruppert's Beer, through Biow Co., N. Y., placing spot announcement radio campaign for 26 weeks starting this month in seven major markets.

PERRY MASON RENEWED ● Procter & Gamble (Tide) renewing *Perry Mason* on CBS Radio (Mon. through Fri., 2:15-2:30 p.m.), effective March 31 for 52 weeks. Agency: Benton & Bowles, N. Y.

SEABROOK USES NETWORK ● Seabrook Farms Inc. (frozen fruits and vegetables), Bridgeton, N. J., in first use of network radio signs for sponsorship of *Private Files of Matthew Bell* on Mutual (Sun., 4:30-4:55 p.m.) starting March 16 [B•T, Feb. 11]. Agency: Hilton & Riggio, N. Y.

## NBC SUMMER TV PITCH

NBC to unveil new, 65-page presentation on "NBC-TV Presents Summer TV," prepared with cooperation of Hofstra College psychology department, at news conference Thursday in New York. Third "Hofstra Study" of NBC, it will point up to advertisers and agencies advantages of summer TV sponsorship, both as part of year-round television advertising program and for special campaigns.

# PEOPLE..

**DONALD H. McGANNON**, Norwalk, Co attorney, joining DuMont Television Netw as administrative assistant to Chris J. Witt director and general manager.

**HERBERT M. STEIN**, assistant advertis director Ronson Art Metal Works Inc., New named assistant general sales manager.

**HAROLD H. BUTTNER**, International Te phone & Telegraph vice president, elected pre dent of Federal Telecommunications La IT&T Research Unit, Nutley, N. J., accordi to Friday announcement. He succeeds M Gen. Roger B. Colton (USA, Ret.) who been appointed IT&T deputy technical direc

**JERRY ARTHUR**, former program mana for various New England stations and m recently in naval service, to Charles Michel Inc., New York radio-TV transcribed progr sales firm, as TV program sales manager.

## BIOW NEEDS SPORTS MAN

BIOW Co., N. Y., looking for sports a nouncers to do radio and television broadcas of Baltimore Orioles on WITH Baltimo sponsored by Gunther's Beer. Jim Beach, s pervisor of Biow's radio and television depar ment, is contact man.

## FILM DISTRIBUTOR

ROBERT PIK, president of Interworld Film Inc., N. Y., announces formation of Regen Pictures Inc., which will exclusively hand world-wide television distribution of film New firm will be located at 729 Seventh Ave New York 19. Thus far, company has a quired 46 feature films and is contemplati production of half-hour dramatic show, a cording to Mr. Pik, who will continue as inte world president.

## EMERSON STATEMENT

EMERSON RADIO & Phonograph Corp. re ported Friday that consolidated net profit fo 13-week period ending Feb. 2, before taxes wa $1,006,759, as compared with $4,367,186 fo comparable 1951 span. After taxes, prof amounted to $351,859 or $.18 per share o 1,935,187 shares outstanding stock. Net profi after taxes for 13 weeks ending Feb. 3, 195 was $1,518,856, equal to $.78 per share on sam amount of stock.

# Senate Committee OK's Bartley 13-0

NOMINATION of Robert T. Bartley as FCC Commissioner approved unanimously (13-0) Friday following hearing of Mr. Bartley by Senate Interstate & Foreign Commerce Committee (see story page 25). Chairman Ed C. Johnson (D-Col.) said: (1) FCC has been hung up on some controversial aspects of TV allocations problems and (2) understood freeze lift target date now set for March 25.

Sen. Johnson said he had talked with FCC Chairman Paul A. Walker who noted 3-3 split on Commission on allocations' issues, which Senator did not amplify, and that he had urged immediate confirmation of Mr. Bartley in order to break deadlock.

[Check with FCC sources revealed that Commission had tied in several instances, but that matters were resolved next day or two. At present time, sources said, Commission is not hung up on any portion of TV freeze-end decision.]

Questioning touched on possible hard liquor advertising on airwaves, expediting cases be fore FCC, need for more examiners, McFa land Bill, newspaper ownership of station and relationship of Commissioners to the staffs. Speaker Rayburn's ban on broadca media in House committees came up momenta ily but Mr. Bartley deferred since proble was for Congress to resolve not FCC (see Ra burn ban story, page 23).

Senate Majority Leader Ernest W. McFa land (D-Ariz.) said he understood his spo sored and Senate-passed S 658 was near fin stage in House committee. Bill would expedi disposition of cases, he and Sens. Charles Tobey (R-N. H.) and Warren Magnuson (D Wash.) agreed. Other questioning went i need of freeze lift. Sen. John W. Bricker (R Ohio) also warned that failing in FCC is reliance of Commissioners on their s. rather than other way around.

# There's been a change...

Since the turn of the century great changes have taken place in America—changes in living—changes in advertising.

The metal sign in this once typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination.

To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.

WLW
1922 • 1952
30th year

**WLW Television**

THE NATION'S STATION AND ITS TV SERVICE